

60

JAN 10 1920

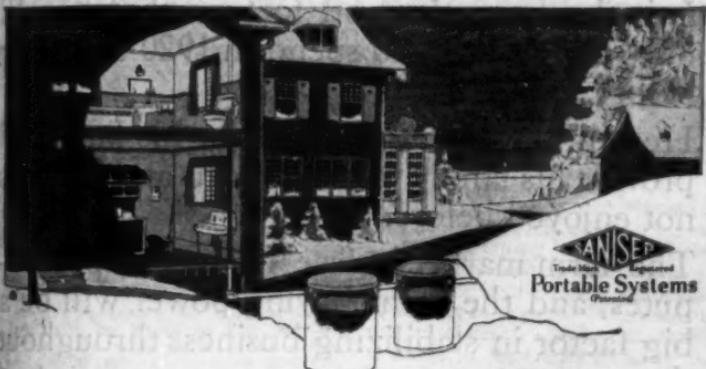
# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CX, No. 2

NEW YORK, JANUARY 8, 1920

10c A COPY



**A**PPARENTLY civilization mollycoddles us—certainly there's no peace for father in the rural or suburban home that lacks running water now-a-days. In the march of progress, after the water system is installed, why not have the comfort of proper sewerage?

Cement Products Company, of Wilmington, N. C., manufactures SANISEP—a system of sewage disposal without chemicals that operates independently of city sewers. Though an appropriate utility for even costly houses, SANISEP is within the means of almost any owner. Schools, country hotels, mills,

mines and industrial villages also find the system practicable.

Advertising Headquarters is entrusted with the responsibility of making SANISEP known to dealers and prospective users.

First advertising appeared in September magazines and the "printers' vacation" dislocated part of the schedule. Yet this campaign, seeking direct mail inquiries, gave prompt results. Dealer connections were established and many sales completed through correspondence. Manufacturing facilities are being greatly enlarged to meet the demand for SANISEP.

---

**N. W. AYER & SON**  
ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

# 25 BILLION DOLLARS

## 1919 Farm Income

It is the farmer's good fortune that he will have more money to spend in 1920 than ever before.

He will buy new equipment for his farm and provide his family with comforts and luxuries not enjoyed before.

The farm market is free from all labor disputes, and the farm buying power will be a big factor in stabilizing business throughout the country—

Because farm people will take much of the increased output of our industries and create more employment and more contentment for labor.

## The Standard Farm Market

(Over One Million Farm Homes)

### The Breeder's Gazette

*Established 1881*

### Wallaces' Farmer

*Established 1895*

### The Ohio Farmer

*Established 1848*

### The Wisconsin Agriculturist

*Established 1877*

### Prairie Farmer, Chicago

*Established 1841*

### Pennsylvania Farmer

*Established 1888*

### Hoard's Dairymen

*Established 1870*

### Progressive Farmer

*Established 1886*

### Birmingham, Raleigh,

Memphis, Dallas

### The Michigan Farmer

*Established 1843*

### Pacific Rural Press

*Established 1870*

### The Farmer, St. Paul

*Established 1882*

#### Western Representatives:

STANDARD FARM PAPERS, INC.,  
Conway Building, Chicago.



#### Eastern Representatives:

WALLACE C. RICHARDSON, INC.  
381 Fourth Ave., New York City.

All Standard Farm Papers are members of the A. B. C.

# PRINTERS' INK

*Registered U. S. Patent Office*

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CX

NEW YORK, JANUARY 8, 1920

No. 2

## Striking the Wage Balance Between Brain and Brawn

The Scales Have Tipped on the Production Side and Distributive Forces Are Now, in Many Cases, the Underpaid

By Lester H. Butler

"The executives of the United Federation of Distributive Employees have noticed the Association of American Employers that unless they meet certain demands—demands which constitute a revolutionary development in union circles and which are intended to rectify the inequality of wage scales—they will be forced to call out all affiliated unions on strike. This order will affect salesmen, creative men engaged in advertising and sales promotion work, bookkeepers, stenographers and clerical help employed in the offices of America's industries."

NO, this hasn't happened yet, of course; but who knows that such an affliction may not come to American industry? The world is traveling fast—so fast, indeed, that organized labor, productive labor, I should say, has already dictated to its employers what it would and wouldn't do in a way that a decade ago would not only have been preposterous but impossible. The pink tea specialist may say that labor has been aggravated unduly and that it is having its fling now with justice—but how about "white collar" men, brain workers; are they being provoked and will some champion take up their cause to see that knowledge and creative ability draws its premium?

The distributing element in American industry has not been given much palliating thought or action. The manufacturer has concentrated his attention on his producing element because that end was organized and could give him trouble, but is he ignoring to the point of provocation another

possible trouble-making element?

Such a dispatch as that given at the beginning of this article may not be entirely unlikely in a few years if the hectic tendency of classes to organize continues at the present rate. And what would it mean to American industry to have its clerks, salesmen and creative men walk out on strike? Would it take such action as this to bring the employer's attention to the tremendous importance of his distributing unit? Would such action be necessary to force the employer's hand in equalizing the wage scale?

I was never so startlingly confronted by the discrimination of employers against "brain-workers" as on a recent visit to the factory of a large and important manufacturing corporation. I talked to the manager of the labor department, a young man who had the college rustler's eye for good athletic timber. He told me they employed a great many college men throughout the factory. I assumed he meant technical men, but he soon corrected my impression by naming over colleges from which they had representation—and nine-tenths of them were liberal arts schools.

"But why is it," I asked him, "those men don't try for the positions in the distributing end of the business? Surely there will be important executive openings for these men as the business extends."

"They're not willing to pay the price," he said, and smiled. "You see the office starts such men in at seventy dollars a month, while if he comes in the factory, we can start him off on a job that requires real manual labor and a little brain effort at eight dollars a day. We like to get college men. They not only make good laborers to start but they furnish us with excellent timber of foremen and division superintendents."

"But what are you paying common labor?" I queried; "the kind that pulls small industrial trucks about the plant and does unloading and such things as that?"

"We pay them sixty and seventy cents an hour and they work ten-hour days."

"What is your minimum wage scale in the factory?" I asked.

"Forty cents an hour. In the office, however, it is fifty-five dollars a month for female help and sixty-five for male."

Judging, of course, from the basis of wage this corporation's attitude toward its distributing organization was only flattering to its producing organization. Perhaps it did not suffer for want of help in the general office, but it did not have the opportunity to pick and choose for its own best development. The organization referred to here so patronized its factory that the factory foremen and superintendents assumed a very superior air over the office men when they were brought together for conferences. Such an attitude was so disagreeable to the office men that in some cases it fostered a resentment that embarrassed the management in some large business deals.

It is not infrequently the case in that organization to have men resign from the office staff and accept positions in the factory. There is an unpleasant rivalry in the atmosphere that makes each unit of the organization suspicious of the other. They are like two opposing factions struggling for each other's throats and the management does not seem to realize that such dissension may some day choke off the wind of the industry itself.

Of the two elements in the organizations of American industry—producing and distributing, neither is more important than the other. The wise father does not favor one of two sons and the wise leaders of industry know that the best interests of their business lie in the best co-operation and interdependence of the two ends of their organizations. Because labor is organized and production depends upon it, does not mean that the other element should be imposed upon because it is not organized. Distribution is essential to factory development and makes possible a lower per-unit cost.

#### EFFICIENT WORK OF A WELL-TREATED OFFICE STAFF

In Lockport, New York, is the general office of a manufacturing concern which maintains its factory in Canada in order to be close to its source of raw material. This segregation of the production and distributing units of the organization has enabled the president, a sagacious executive, to conduct some interesting experiments with his office force. The object of the experiments has been to build up a good will and *esprit de corps* that would make every member of his staff something more than merely an employee.

The home-like atmosphere that prevailed in that office was a marvel to me when I first entered it. There were soft, pleasing decorations on the walls. Desks and chairs harmonized perfectly. There was a Victrola in the room where the stenographers were assembled and a piano outside. One of the girls was playing the Victrola when I entered. Everyone I encountered had an obviously happy expression. A tennis court in the yard of the office building was occupied by two young men each bent on showing his opponent how to play.

"Does each employee set his own office hours?" I asked, and then when I looked at the man who sponsored this sort of office management I understood what unusual confidence he had in every one of his employees. His



## He has written the most widely read book of the last 200 years—

"**I**N His Steps," by Dr. Charles M. Sheldon, has outsold every other book ever published, with the exception of the Bible and "Pilgrim's Progress." Its sales already total more than twenty million copies.

The success of the thirty other books written or edited by Dr. Sheldon is confirming evidence of his remarkable power as an author and editor.

A rare spiritual vision combined with a unique genius for expressing his thoughts so that their interest and influence are universal — these are his dominant characteristics.

Dr. Sheldon is now Editor-in-Chief of the Christian Herald. He will henceforth devote his striking ability as a religious leader exclusively to that great audience which the Christian Herald reaches regularly.



# THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*

NEW YORK CITY

theory is that the office man or woman does not need to be cramped or pushed to get work done, that if he is made to feel the responsibility for his work in the right way it will be done better and more accurately.

Somewhat I half expected his answer would be what it was. Glancing around the main room and into the various private offices one could see why everyone was so keenly alive to the possibilities of his or her job. There was no friction, no frenzied haste to get things done—yet the feeling that things were done was so strong that it was a conviction.

"It is my policy to encourage recreation—and during office hours occasionally, too," the chief executive stated. He looked out the window and saw the two men playing tennis. "Those men," he continued, "have had their minds concentrated on a particular problem for several hours. That exercise relaxes their nerve tension and clears their brains. They will do their best work when they come back from their play."

And particularly interesting were the things I learned concerning the efficiency of that organization. This fact at least stands out: 25 per cent fewer people were employed to do the same amount of work—basing the estimate on the same volume of business—than were required in another organization where the office manager was of the driving, coercive type. One of the executives in the Lockport organization explained with pride that they never had to worry about unfinished work when the employees went home in the evening and that if special work came up suddenly at any time requiring immediate and overtime attention the force voluntarily turned out en masse to clean it up.

Pick out an average stenographer in any organization and ask her what she knows about the products her company manufactures and her answer will be non-committal or evasive, frequently it will be: "Oh, I don't know anything much about 'em." But ask

any one of the girls in this particular organization and she will come right back at you with a string of arguments and reasons why she believes the products of the concern she works for are superior to others on the market. Invariably she will end up by telling you that her company is the only concern in the world to work for. And that is the keynote of her understanding of the products. "Her company" has made her work such a pleasure to her that she enjoys it; she is happy in its execution and her resulting enthusiasm makes her more valuable to the company and increases her earning power.

The success of this company in managing its employees is not alone due to its attitude toward them and its belief in the policy of encouraging a mixture of play with work. A glance at its office wage scale shows another and very fundamental reason for its success. It never fails to couple an increase in salary with an increase in work or responsibility. When a man or woman shows by accomplishment that he or she has increased his or her capabilities a reward is certain in the nature of greater responsibility with its attendant premium.

A short time ago a salesman for a large and reputable manufacturing corporation took me into his confidence. His story lays bare a policy that has sheared many an organization of real executive material besides giving them a black eye in the face of business expansion and the need for keen and capable young men.

"The company offered me a salary of seventy-five dollars a month when I started," said the young man. "They were profuse with alluring promises and they painted a vivid picture of the tremendous possibilities and opportunities that would be mine. I went to work with a wonderful enthusiasm in the sales promotion end. Inside of two months I was made manager of one of the subordinate sales departments and expected to find in my next pay envelope an additional compensation equal to

W

He  
trouts  
string

Bu  
foot  
and st  
only i  
comic

The  
with  
steel  
his fly  
from h  
a bait

Eve  
has ex  
since f  
new o

THE

Branch



## *When father was a boy—*

He used to catch "some trout" with a sapling and string them on a forked twig.

But the legend of the barefoot boy with his bent pin and string of fish exists today only in the jaded fancy of the comic artist.

The boy of today exhibits with pride his trademarked steel rod, his jewelled reel, his fly book; slings a creel from his shoulder and carries a bait box on his belt.

Every line of boy activity has expanded tremendously since father's time, and many new ones have come into ex-

istence. Thus has been created a great boy market for manufactured articles that calls for an advertising medium exclusively "boy."

For twenty years THE AMERICAN BOY has given the manufacturer the marketing medium that most successfully covers the great boy market. It has been largely instrumental in grouping and developing this important market. It has more than 500,000 boy readers, averaging 15½ to 16 years old, in homes that enjoy, and are able to give their boys, the best in life—and do so!

**THE  
AMERICAN BOY**  
"The Biggest, Brightest, Best Magazine  
for Boys in All the World"

**THE SPRAGUE PUBLISHING CO., DETROIT, MICH.  
(Member A. B. C.)**

**Branch Offices: 286 Fifth Ave., New York. 1418 Lytton Bldg., Chicago**



## "We can trace new orders directly to this source"

How the world's largest firm in one great industry uses this book

"The problem of analyzing sales territories and of routing salesmen has always been very acute with us.

"One of the real difficulties in the work heretofore has been the lack of up-to-date, comprehensive and conveniently tabulated figures on territories.

"But recently we got an entirely new angle on the whole question.

"As a result of this we have been able to increase materially the efficiency of our sales force and to save money on traveling expense.

"We can trace substantial new orders directly to this source.

T  
230  
using

T  
in la

TI  
for in  
"Pop

W  
of "I  
write  
page  
days'  
check

New Y  
Chicago  
Cincin

"We are speaking, as you know, of your new book, 'Population and Its Distribution.' We feel that it is a distinct addition to our Sales Department.

Yours very truly,

American Writing Paper Company  
By H. W. Alexander, Asst. to the Pres."

THIS letter from the largest manufacturers of writing paper in the world is typical of the experiences of many other firms. 2300 companies in two hundred and four lines of business are now using "Population and Its Distribution."

This 218-page book contains the population facts you need most in laying out sales operations. It gives for example

—all cities over 500 population listed by states and sizes. The number of towns in any one state, or in the United States, that are over 100,000, between 50,000 and 100,000, or of any other given size.

—the trading population and radius of every big metropolitan center.

—the number of wholesale and retail stores in the leading trades in every state and in every city of over 100,000.

These are a few examples of the kind of data which is presented for instant use, by carefully arranged tables and graphic charts in "Population and Its Distribution."

We can supply your organization with a handsomely bound copy of "Population and Its Distribution" at the price of \$2.50. Just write your name and address on the margin below, tear out the page and mail it to us. Or else write us a letter. Then after five days' examination return the book at our expense or send us your check.

## J. WALTER THOMPSON COMPANY *Advertising*

New York: 244 Madison Avenue  
Chicago: Lytton Building  
Cincinnati: First Nat'l Bank Bldg.

Detroit: Kresge Building  
Boston: 80 Boylston Street  
London: Kingsway House, W. C. 2.

the additional responsibility. But I was doomed to a sad disappointment.

"I aired my feelings to the sales manager. He reiterated the story of milk and honey and added to it a convincing embellishment about having watched my work and that they had something in store for me that would develop my executive ability and place me in line for a very important position. Then he told me that I was going to be sent down to Richmond, Virginia, to see what was wrong with their business prospects. The contact with the trade would be an education to me and make me more valuable to the company.

"That night I went to Richmond with a new enthusiasm and a determination to make good. I found the salesman who was covering the territory. I told him I had been sent down by the company to help him, if possible, but at any rate to learn some of the hard and practical facts about salesmanship. He resented my interference and the result was I worked the territory alone for the next two weeks and got more business out of it than he did during the six months previous. I was called back to the office and complimented for the work, but my salary stayed down at its original level.

"I approached the sales manager again. I showed him how I had organized my work in Richmond. I had learned a great deal about the salesman I was sent to help during my brief stay there, nothing of which was complimentary to either his ability or character. I asked the sales manager what he knew about this salesman and it seemed he knew as much about him as I did—and a little more. I happened to know, also, that the salesman was receiving \$125 a month. And yet a month later when they discharged that man and asked me to go and fill his place temporarily, they raised my salary just five dollars, and expected, of course, that I would be thoroughly contented and wildly enthusiastic over my prospects.

"I worked there five months and who would blame me for accepting a position with a rival concern at double the salary when it came along? I'm on my way in to the home office now to tell them I'm quitting. Oh, I know what they will say; they will tell me I'm ungrateful and that I haven't had enough enthusiasm for my work."

I did not see the young man again, but I know that the concern who gave him his training and made it possible for him to become more valuable, lost far more in the end than it would have cost to keep him contented and satisfied that his efforts were being rewarded.

Not more than three years ago it was the employment policy of a corporation whose annual business amounted to many millions of dollars to solicit among a picked list of colleges annually for prospective employees. Its office was filled with the highest type of "brain-workers" and not a one was started on more than sixty dollars a month. When a man worked hard enough and persistently enough to feel that he was due for a raise and reached the point of asking for it he was suavely told he was not worth more because they could secure any number of new college men to come in and take his place at the same salary.

When that policy was changed—it had to be changed when the supply of young men was curtailed by the demands of Uncle Sam, and that, by the way, was the sad awakening—they found that good will among office men and women was an invisible force that directly affected overhead. The tremendous turnover in office help had caused an unbelievably high percentage of overhead to be charged against the cost of production.

The greatest inconsistency in business management comes in the organizations where the producer is given every consideration—even to industrial management, while the "white collar" man, the brain worker is not considered—even for a just wage scale.

**CHICAGO****The Central Location for Printing and Publishing**

Printing  
and  
Advertising  
Advisers



Day and Night  
Service  
All the Year  
Around

*One of the Largest and Most Completely Equipped  
Printing Plants in the United States*

Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color  
Presses, Rotaries. Usual Binding and Mailing Facilities, also  
Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a **large or small Catalogue or Publication** to be printed you  
have not done your duty by your firm or  
yourself until you have learned about the  
service Rogers & Hall Company give and  
have secured prices.

*We ship or express to any point  
or mail direct from Chicago*

Make a Printing Connection with a Specialist and  
a Large and Reliable Printing House.

Business Methods and Financial Standing  
the Highest

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

## **ROGERS & HALL COMPANY**

**Catalogue and Publication  
PRINTERS**

Artists—Engravers—Electrotypes

Polk & La Salle Streets

CHICAGO, ILL.

Telephone Wabash 3381—Local and Long Distance

**CHICAGO****The Central Location for Printing and Publishing**

## Death of Andrew Miller, of "Life"

**A**NDREW MILLER, who was the business manager of *Life* from its beginning in 1883, died at his home in New York on December 31, at the age of sixty-two. During the period when *Life* was finding itself, he was directly responsible for securing much of the advertising that made publication possible. Before joining the founders of *Life* he had had some experience on the old *Daily Graphic*.

Mr. Miller was most widely known in later life as a sportsman. He was an authority on matters relating to the turf, an officer of racing associations and owner of the world-famous race horse, Roamer.

John Ames Mitchell, one of *Life's* founders, gave an interesting insight into the invaluable services that Mr. Miller rendered in the early days, in the paper's tenth anniversary number. Referring to Mr. Miller's work in getting advertisers to invest their money in a new and almost unknown publication, Mr. Mitchell said, "His activity, together with his knowledge of the requirements of his own business, gave impetus and reality to that neglected but vital department."

Again he said: "Miller threw himself into his work with an energy and perseverance that had much to do with the final victory. Of the three conspirators, he was the only one, at that time, who possessed, from his own experience, any practical knowledge of this business, and this knowledge he brought to bear with such resolution and activity that the wavering advertiser yielded in spite of himself, and the cautious dealer ordered copies which otherwise would never have seen the light. The dollar that was due to *Life* came forth from his hiding place when he felt that Miller's eye was on him."

To advertisers of the younger generation Mr. Miller was not so well known, but many of more

mature age will recall the time when he was an active salesman of space. George B. Richardson, *Life's* advertising manager, expresses the judgment of all those who knew him intimately—and their number is great—when he says, "To have known Andrew Miller was to love him."

## New York "Evening Post" Starts Quota Bonus

At a banquet given the advertising staff of the New York *Evening Post* last week by the new management, a monthly quota bonus plan was announced which became effective January 1. At the first of each month the individual solicitors are to be given line quotas and for all lineage in excess of the announced quota each month the solicitors, individually, share in the increased advertising profits.

Edwin F. Gay, the new president, welcomed the guests and outlined plans for the future. Z. L. Potter, general manager, acted as toastmaster.

## Dr. C. M. Sheldon, Editor "The Christian Herald"

Dr. Charles M. Sheldon, author of "*In His Steps*," has resigned his Topeka, Kansas, pastorate to become editor-in-chief of *The Christian Herald*, New York. Dr. George H. Sandison, for the past thirty years a member or head of the editorial staff, becomes editor emeritus. Charles Grant Miller continues as managing editor.

## E. P. Kohe With Carnation Milk Co.

E. P. Kohe, formerly advertising manager of the Columbian Rope Company, has entered the service of the Carnation Milk Products Company. He will be in charge of the advertising in the Seattle office of the company.

## "Woman's Magazine" to Unite With "Designer"

*The Woman's Magazine* will be consolidated with *The Designer*, effective with the April issue. These magazines are both published by the Butterick Publishing Company, New York, and, with *The Delineator*, have composed the "Butterick Trio."

## C. B. Stenning With Dominion Cartridge Co.

C. B. Stenning, who has been with the Montreal *Gazette* since being discharged from military service, has recently made an assistant to E. M. Putnam, advertising manager of the Dominion Cartridge Company, Limited, Montreal.

# 120 Per Cent Gain in Full Pages

In our February issue we have 120 per cent more full pages than we had for the same month last year. Smaller space has also increased by nearly 100 per cent.

This growth reflects the confidence of advertisers in

## Needlecraft Magazine

Big space buyers are taking advantage of the fundamental appeal which Needlecraft has for its one million paid-in-advance subscribers. They have based their contracts for this year on expectations which are justified by past results.



Member A. B. C.

# Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY

On America's Leading Cars

## GRAY & DAVIS

*Starting-Lighting-Ignition-Lamps*



### TWENTY-EIGHT

American manufacturers have adopted Gray & Davis starting-lighting systems, starting lighting-ignition systems, or lamps for passenger cars and trucks.

These prominent motor car builders seek Quality. They realize the vital importance of starting, lighting and ignition reliability. Gray & Davis are Pioneers in the production of motor lamps in America and in the development of electrical equipment for automobiles. It is the skill, facility and knowledge acquired during many years of experience, that establish the efficiency of Gray & Davis systems and lamps.

GRAY & DAVIS, INC., Boston, Mass.

See Our Exhibit at New York and Chicago Shows

## QUALITY

-is the predominant characteristic of equipment bearing the name GRAY & DAVIS"

# Gray & Davis and Collier's

More space has been used in Collier's than in any other general publication to advertise Gray & Davis electrical equipment for automobiles.

# Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



**NEWS**  
*-Exclusively*

**C**ONSTANT, incessant pounding on an idea—"Keeping Everlastingly at It," to borrow the slogan of one of the largest advertising agencies—lays the finest foundation possible for the smashing, forceful full page ad. People believe in your product as you believe in it yourself. No other unit of space gets its message across so efficiently. Consistently supported, it tremendously quickens the stride toward lasting impression and immediate sales.

**Q** And distribution! Look at the dealers' names in this full page ad of Mason's Foot Ointment. Note the double-edge purpose—the tremendous appeal to dealers, to customers—accomplished effectively, economically through the medium of greatest influence in Baltimore—The NEWS, exclusively!

**Q** What do you sell or want to sell in Baltimore? It may be covered by one of the elaborate trade investigations made or pending by our Merchandising Department. A word from you will bring complete information.

# The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

Frank A. Welsh  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

Add  
T  
chain  
few  
as 1  
lieva  
that  
the  
ousl  
K. I  
purc  
men  
Arm  
to e  
in th  
they  
drug  
mors  
that  
in th  
Com  
rise  
Wi  
comp  
Win  
pany  
the  
any  
Drug  
Stor  
the  
Mon  
nor  
mail-  
recen  
No  
Repe  
sold  
on th  
makin  
distr  
along  
going  
itself  
ter  
will c  
cities  
would  
more  
Th  
come  
know

# Winchester Arms Co. Invades Chain Store Field

Adds New Products and Creates Elaborate New Distributing Machinery  
to Keep War Factories Busy

THERE have been so many tremendous developments in the chain-store field during the last few months that almost any tale as to some new proposal is believable. It is for this reason that credence has been given to the rumor which has been vigorously circulating of late that Louis K. Liggett and his associates have purchased the hardware department of the Winchester Repeating Arms Company and were planning to enter the retail hardware field in the same aggressive fashion as they have been operating in the drug field. Apparently these rumors are groundless. The fact that Louis K. Liggett is a director in the Winchester Repeating Arms Company is probably what gave rise to the report.

We are positively assured by the company itself, that neither the Winchester Repeating Arms Company nor its parent corporation, the Winchester Company, is in any way affiliated with the United Drug Company, United Cigar Stores, the United Retail Stores, the American Tobacco Company, Montgomery Ward and Company, nor with any other chain store or mail-order organization that has recently been expanding its scope.

Not only has the Winchester Repeating Arms Company not sold its hardware department, but on the contrary it is engaged in making elaborate plans for the distribution of these products along new lines. The company is going into the chain store field itself. It is establishing Winchester Hardware Stores, which it will own and operate, in the larger cities of the country. Thus, it would seem, the real story is more significant than the rumor.

This development is a direct outcome of the war. It has been known for a year that the Win-

chester organization would in some way greatly expand its customary peace activities in order to employ its vast new manufacturing facilities, brought into existence to meet the material needs of Uncle Sam. Before the war the company gave employment to about 6,000 people. At the time the armistice was signed, in the neighborhood of 22,000 people were on the payroll. Not only that, but building after building completely equipped, had been erected to turn out war orders. Regular peace business would not give work to this huge organization nor bring enough orders to keep the wheels of all these new factories humming.

What was to be done? Should the new facilities be scrapped and the pace of 1914 resumed? The men behind the Winchester company could not think of taking such a backward step. Instead they decided to find new products for their increased facilities. Because their new machinery was especially adapted for the manufacture of hardware, this was the line that was selected.

## BUYS GOING PLANTS

"But in order to round out their line and to do it quickly," to quote the words of Roy F. Soule, editor of *Hardware Age*, "rather than await the slower laborious task of creating new lines, they went into the market after careful investigation and bought a number of factories already making the goods they anticipated manufacturing. Among these concerns was a cutlery plant, a fishing tackle factory, a split bamboo rod concern, and the plant of a well known skate manufacturer."

"Then came the problem of selling the new lines. The guns and ammunition of the Winchester Re-

peating Arms Company had always been sold through the wholesalers of hardware. These wholesalers in turn sold the retailers and from practically every hardware store in the United States Winchester guns and ammunition were passed on to the consumer.

"It is undoubtedly true that this same method of distribution for the new Winchester lines was given most careful consideration, but it was not the method that ultimately found favor with those in control of the Winchester distribution policies. Their decision was different from any method previously employed in the hardware trade.

"They reached the conclusion that a selected class of merchants bound together by commercial ties similar to the Liggett chain of drug stores, would sell more of the new Winchester products than could be sold through the wholesale hardware stores soliciting business in the regular manner. The Winchester company decided that a quicker market for their new goods could be established in this manner, and promptly launched a carefully prepared campaign to sell the idea to selected retail hardware stores.

"Their plans required the selected dealers to purchase certain quantities of Winchester stock in the open market and to subscribe to an advertising and display service.

"These dealers were selected in towns of less than 50,000 population. In large towns the Winchester company plans to own and operate its own stores. Up to date the plan has been sold to approximately 1,000 retail hardware merchants."

Now to sum up the developments: The company informs PRINTERS' INK that it will continue to manufacture guns and ammunition as in the past and that it will distribute these through hardware jobbers as heretofore. Its new products, including among other things pocket knives and other cutlery, flash lights and batteries, fishing tackle, skates and tools, will be distributed through

established retail hardware dealers, as described above, who have the exclusive privilege within their territory of handling the new products bearing the Winchester trade-mark. Guns and ammunition will also be sold through these exclusive agencies as well as through the hardware jobbing trade. In larger cities instead of these agencies, the company will have its own stores.

Naturally such a gigantic merchandising plan as this is causing quite a furore in the hardware trade. Manufacturers in the field are not complacently accepting the advent of the huge Winchester company as a competitor without making some plans of their own to combat the strange competition. It must be remembered that there are many strong, finely organized concerns in this line. Several of them are numbered among our most progressive advertisers. They are not going to be caught napping. As a result we may expect to witness some lively advertising tilts in this industry within the next year or two.

#### Changes in Condé Nast Publications

*Vogue*, *Vanity Fair* and *House & Garden*, New York, have made the following changes in their advertising departments:

George S. Nichols, who has been a member of the advertising department of *Vogue* during the last five years, is now advertising manager of *Vanity Fair*. Louis H. Herblin, formerly Eastern representative of *Vanity Fair*, is now Western manager, at Chicago, of that publication. Walter W. Mann, formerly Western advertising manager, at Chicago, of *House & Garden*, is now advertising manager of that publication. Frederick L. B. Foote, who was a member of the advertising departments, at Chicago, of *Vogue* and *House & Garden*, is now Western advertising manager of *House & Garden*.

#### G. D. Smith an Officer of Winther Motors

George Drake Smith, who came to the Winther Motor Truck Company, Kenosha, Wis., to reorganize its sales, advertising and service departments, was recently chosen vice-president and a member of the board of directors of that organization.

# What an Advertising Man Learned When He Went Shopping

Stocking the Family Larder a Good Merchandising School

By C. J. Murray

LIKE nearly everybody else, nowadays, my favorite outdoor sport is trying to beat the H. C. of L. It is almost as exciting as engaging a room at a Swiss or Italian hotel used to be, in the care-free days before the war. The hotel man began by asking, say, twenty francs. You countered by offering ten. Ultimately, you got the room for sixteen—if you held out long enough and talked loud enough. A German or a Frenchman could get it for twelve, in half the time and with half the effort.

There is, however, a big difference between the European hotel-keeper of 1912 or 1913 and the American retailer of to-day—one would “dicker”; the other won’t.

Last Thanksgiving I had a series of adventures in buying which, it seems to me, are worth relating. “Company” had arrived, unexpectedly, and I had to go out and do some shopping. The list my better half gave me was not a long one—baking soda, Mazola oil, nut-margarine, bread and—*sugar!* Olive oil is out of the question nowadays. And the only method I have of protesting against the sky-high price of butter is by purchasing a substitute. I imagine there are a good many people in similar case.

Well, I went out. The “regular” groceries were closed; every last one of them. So were the chain-stores, which only within the last year or two have had the courage to invade my part of town. It is, I want you to understand, a “nice” section. Two years ago, the women-folk hereabout “wouldn’t be seen” going into a chain-store. Now, the chain-stores are crowded all day long. And the women stagger home, laden with their purchases.

Well, as I say, the “regular”

stores and the chain-stores, too, were closed. Most of them hadn’t even the decency to hang out a sign—“Closed for Thanksgiving.” They were closed, just like a bank or the general offices of a railroad. I went further—a good deal further. Finally, I saw a grocery store which was *not* closed. Two Italians were in it.

“Had they any nut-margarine?”

“No”—with a sniff. “No.” But they had the best butter—eighty cents—no, ninety cents a pound.

Evidently, they had suddenly awakened to the fact that it was Thanksgiving Day and that sooner than go further, this guy with specs and a cane—myself, I mean—would pay the price. But I wouldn’t and didn’t. Four other calls were made. They didn’t carry nut-margarine. They did carry butter—very fine butter—ninety cents a pound.

## THE ADVERTISING MAN IS HELD UP

By this time I had made up my mind that I’d get what I was after, if it took all afternoon. Finally, at a delicatessen store, I got my margarine—at several cents above the right price. There, also, I bought the Mazola oil—also considerably above par. The baking soda, too. Then I leaned forward and in a confidential tone said, “And as much sugar as you can let me have.” I hoped for two pounds. I expected a pound. I would have been satisfied with half a pound. I got—not an ounce.

I had another adventure in buying a week or two ago. One of the biggest of New York’s department stores advertised a “special sale” of army shoes.

I play golf. I walk a good deal. I like to be out in the rain. And the idea flashed through my mind, “Here’s a chance to get shoes, good enough for rough wear, at

a low price." That day I went to X—s. The shoes were in boxes at the rear of the store. They were supposed to be arranged in sizes—7's, 7½'s, 8's, etc. As a matter of fact, they were not sorted. The pair I bought—7½'s—I found in an 8½ box. You helped yourself and waited on yourself. In a way, it was amusing. In another way, it was irritating. A few years ago, I could buy as good shoes as I wanted for \$6 a pair and I got service, that is, the salesman unlaced the shoes I wore, tried on the shoes that struck my fancy, laced them up, unlaced them, helped me on with my old shoes, gave me the new shoes in a nice box and acted as if he really was interested in seeing that I got my money's worth.

None of that, nowadays—with army shoes, anyhow. No unlacing, no lacing, no nice box.

Anyhow, I took the shoes. Yesterday I showed them to an army officer. "What did you pay for them?" he asked. I named the figure. And then he told me what army men paid. I am not going to mention the price, but to be quite honest, my jaw dropped. "Is that so?" was all I could say.

I'm reciting these few recent shopping experiences not because I'm sore on account of being held up, but because they were a revelation to me. They sharpened my trading instincts. I'm an advertising man. I'm supposed to know all about the retailer, how he sells, how the consumer buys and all that regular stock-in-trade of the merchandising expert. I'll admit I do know something about these things. The fact that my pay envelope continues to arrive regularly proves this. But my Thanksgiving Day saunter into the marts of trade showed me clearly that I do not know enough. At least my direct encounter with retailing methods is not frequent enough to keep my knowledge up to the minute. In common with most men I hate to shop. It would be better for us advertising fellows, however, occasionally to take the market basket under our arms and sally forth to have a first hand

rough-and-tumble tussle with those who dwell in the market places. The keen merchandising sense of the average woman is due to her daily experiences in keeping the family larder full.

A story is told about Christian Girl, the automobile parts manufacturer, that I believe contains a lesson for us advertising bush-leaguers. Years ago, when he was a mail carrier, he had a few hours each day to while away. In order to spend them profitably, he decided to buy the family provisions. So thoroughly did he discharge this daily duty that, it is said, the experience laid the foundation for his remarkably successful business career.

We cannot be good advertising men unless we are good business men. And a fellow cannot be successful in discharging the major duties of business unless he is careful to do the little duties well. The fellow who cannot efficiently buy his neckties and his socks, and his pork chops and safety razor blades, certainly is not fully equipped to conquer markets for his own product.

That is the lesson I got from my Thanksgiving shopping tour. In view of it that extra six cents I paid for nut-margarine was well invested.

#### H. G. Blodgett at Philadelphia for "Hardware Age"

Harold G. Blodgett, for several years managing editor of *Hardware Age*, New York, has been appointed Central Eastern manager of that weekly, with headquarters in Philadelphia. Previous to his connection with *Hardware Age* Mr. Blodgett was with the Eugene McGucken Co., advertising agency, Philadelphia, following seven years of editorial and advertising work with various business magazines. John A. McNamara succeeds Mr. Blodgett as managing editor, and Charles Downes becomes associate editor of *Hardware Age*.

#### R. S. Willis in Charge of U. S. Rubber Advertising

R. S. Willis, general purchasing agent of the United States Rubber Company, New York, has been made acting advertising manager of that organization, taking over the duties of R. W. Ashcroft, who resigned as advertising manager on December 31.

# *Saturday Afternoon in Philadelphia*

Somewhere, sometime, somebody doubted the value of Saturday afternoon advertising.

Then along came the aggressive type of advertiser.

He reasoned that the modern metropolitan Saturday afternoon newspaper, with its brevity and high class features, is a fertile field that was neglected.\*

During the past four Saturdays 1058 retail store and "national" advertisements in 30 distinct lines of business used big space in **THE BULLETIN**.

These include full pages from department stores, large copy from automobile and accessory makers and dealers, women's shops, hatters and haberdashers, shoe stores, etc.

## **Dominant Philadelphia**

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# **The Bulletin**

The daily circulation of **THE BULLETIN** is the *second largest* in the United States.

*December  
Circulation*

**457,569**

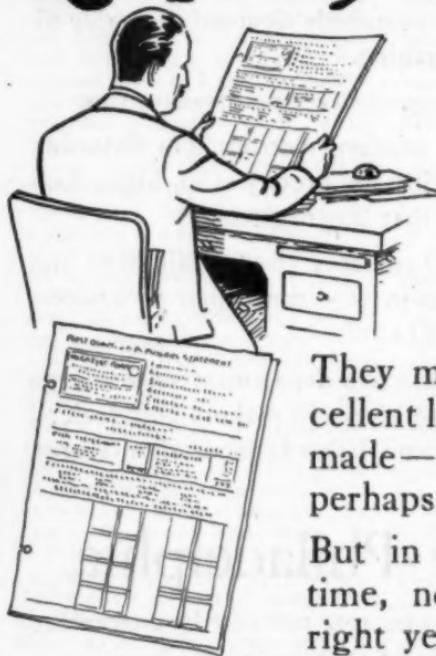
*Copies  
a Day*

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by **The Bulletin**.

\*Send for copy of reprint from *Advertising Age*, entitled "Saturday Evening Issues Great Pullers," and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Snellenburg & Co., Lit Brothers, J. H. Caldwell & Co., Goodrich Tires, Kellogg's Krumbles, Moxley & Jelke butter, and others do on Saturday evening.

# Keeping The List



There are a good many lists used by advertisers in the farm field which have not been changed for a number of years.

They may have been excellent lists when they were made—the best possible perhaps.

But in this fast moving time, no list can remain right year after year without changes that adapt it to new conditions.

Take such a factor as the rapid development of the South, as a buying territory. Every national advertiser either has southern distribution or should have. And every year southern circulation gets more valuable and

---

SPENCER, IND.  
**Farm Life**

# Up-To-Date

important. Farm Life advertisers find the one-third of Farm Life's circulation which is south of the Mason and Dixon Line as productive as any they can buy anywhere.

Naturally advertisers have some reason for remaining in those papers whose readers already know them well. They have an investment there. But new and rich opportunities in new fields may easily be still more profitable.

Many advertisers who have tried Farm Life recently for the first time, or for the first time in many years, have been surprised at the results. Some who believe themselves able to use only one or two farm papers successfully have increased their list of profitable mediums directly they tried Farm Life.

On most lists more than three years old it is safe to say there are papers that cannot possibly do as well for the advertiser as Farm Life.

Beware the fossil lists.

**THE FARM LIFE PUBLISHING COMPANY**

*Advertising Representatives*

**THE JOHN M. BRANHAM COMPANY**

New York    Chicago    Detroit    St. Louis    Atlanta

---

SPENCER, IND.  
**Farm Life**

## December Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of December, 1919:

<b>Books</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 21,136 lines. Next highest score, 16,497 lines.		6 days against 7
<b>Churches</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 6,517 lines. Next highest score, 2,168 lines.		6 days against 7
<b>Department Stores</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 363,339 lines. Next highest score, 313,414 lines.		6 days against 7
<b>Educational</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 5,221 lines. Next highest score, 4,251 lines.		6 days against 6
<b>Furniture</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 39,458 lines. Next highest score, 33,561 lines.		6 days against 6
<b>Tobacco</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 10,920 lines. Next highest score, 9,520 lines.		6 days against 7
<b>Publishers</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 27,805 lines. Next highest score, 21,749 lines.		6 days against 6
<b>Total Display Advertising</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 972,862 lines. Next highest score, 927,560 lines.		6 days against 6

*In Nearly Every Important Classification*

# THE DAILY NEWS

## FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

# The Big Sales Value of Personal Pronouns

Jackson Talks About Getting Personal in Advertising

By Frank H. Williams

JACKSON, who had been quite solemnly and very silently gazing at the open fire in my apartment, looked up with a grin.

"What is it now?" I queried, sensing one of his talk-fests coming on.

"I was just thinking," he said, "about the way you can call the members of a man's lodge a bunch of horse thieves and his mother-in-law's family an aggregation of not-wits and how the man will take it grinning. But the minute you intimate that the man himself is shy a few convolutions of gray matter he immediately shows fight and says: 'Now you're getting personal!' And I was thinking of the way this thing of getting personal works with just the reverse English to this in the matter of advertising. When you get personal with a man while conversing with him it quite generally makes him sore. But when you get personal in advertising—when you parade the big 'I' with all the panoply of a peace parade or say that 'he' or 'she' did a certain thing or that 'you' can do a certain thing—then you immediately gain a firmer grip on the reader's attention, more thoroughly arouse his interest and increase the sales possibilities of your advertisement."

Jackson paused as though waiting for me to urge him to continue. I did so.

"Go on," I said. "Elucidate further, Oh Petronius of Publicity! You interest me."

"People are interested in people," Jackson went on. "They always want to know what other people are doing. They want to know if Mrs. Smith, the next door neighbor, has any deep-seated reason for changing her wash day from Monday to Friday, and they want to know whether Trotzky

and Lenin eat peas with a knife and have really promulgated an edict against shaving. And they want to know whether or not the mayor of their town thinks kissing is unsanitary. Any personalities of any sort or description interest folks.

"That's why," declared Jackson, "newspapers run so largely to personalities—why the papers interview the mayor and the other leading citizens on the kissing question and prominently display their answers in a feature article. That's why there are society columns and 'City Brevities' and constant mention of names in the sporting columns. That's why the 'Letters to the Editors' in newspapers are always such a good feature for the papers. Folks, as I say, are interested in other folks. They want to know what other people think about things, what other people are doing and why they are doing it and what other people are talking about.

## TOURAINE ALMOND BARS PUT ACROSS IN FIRST PERSON

"And I believe that just as people are interested in personalities in their everyday life, so they are interested in personalities in advertising. When, to cite a specific instance from current advertising, Harry B. Duane, president of the Touraine Company, has as the heading for an advertisement this sentence, 'How I Sent Around the World to Find a Nut,' it is much more personal and therefore more interesting than if the advertisement had started with a heading to the effect that 'The World Was Searched to Find a Nut for Touraine Almond Bars.' The latter heading would be specific, all right, but it would lack the interesting, personal pronoun of the actual heading."

"Yes, I get your viewpoint," I declared. "You feel that it is not enough to be merely specific—that, to get the utmost out of an advertisement it should be personal as well as specific."

"That's the ticket!" Jackson exclaimed. "I think that personality advertisements have a very real sales value. I think that this whole Touraine Almond Bar advertisement is a good corking one. It is as personal as a society item from the 'Bingville Bugle' and therefore just as interesting to all its many readers as the Bingville item is to its few readers. Let me read it to you. Under the main heading it starts with, 'Listen, People,' and then goes on to say:

"I got back from France—I brought home the real French way to make chocolate. I made some bars. They tasted pretty good, but—I said to myself: 'Duane, this almond bar business is all chipped up among people who are making 'good enough' bars. If you want a real business, you've got to make a real almond bar. You've got the best chocolate. Now get the best almonds. With your automatic chocolate mixer, thermo, molder and cooler all-in-one you can put at least fifty per cent more almonds into Touraine bars than the fellow-who-counts-every-almond-he-drops-into-his.' Finding the best almonds is not so simple as you might think. I sent to every country in the world where almonds grow! I found the finest in Italy and Spain. Well, sir, as soon as I found those almonds, I felt pretty sure I had it at last." And so on.

"When folks read that advertisement," said Jackson, "as I'm pretty sure they will, they have the happy feeling of having had a little heart-to-heart, honest-to-goodness talk with Mr. Duane in his own house. They feel that Mr. Duane has been specific. They feel that he has a real individuality and personality and, immediately, they have a friendly feeling for his product. At least, that's the way I dope it out. To my mind there is something so definite and certain and

personal about an advertisement like that where the capital 'I' is scattered thickly through it, that you've simply got to believe everything said in it and then go and act on your own belief. Personalities—there's real sales values in personalities and the best of it is the public never tires of them."

"Of course," I ventured, "all advertisements that carry pictures of pretty girls and women, or even pictures of babies, are really personality advertisements. The pictures give a certain amount of personality to such advertisements."

"I'd say they give life to an advertisement, not personality," Jackson demurred. "Personality to my mind is always specific. When you have a pretty girl in an advertisement merely for decorative purposes the advertisement has life but not personality. But when you say 'This girl' does thus and so, you do get personality into your advertisement. And when you become decidedly specific and print the picture of a noted actress or some other famous woman with a word or so of praise from her for your article—then you get strong personality, the sort of stuff that people invariably read and talk about."

"You get an old-time testimonial letter when you print that sort of stuff!" I objected. "Of course all testimonials are personalities—they couldn't very well be anything else. You're arguing for testimonials—that's all!"

#### A HUMAN TRAIT TO LIKE PERSONALITY TALK

"I'm not doing anything of the sort!" Jackson rather indignantly retorted. "Testimonials are personalities, of course, but it is possible to get the snappiest sort of personalities into an advertisement without using a testimonial letter to do so. It's easy to find plenty of examples of advertisements in which the punch is due entirely to the personal treatment. For instance," said Jackson, as he thumbed through a popular magazine, "here is an advertisement of

the J. E. & A. P. Howard Company for Korry-Krome shoe soles. It shows a picture of an old soldier walking at a rapid gait while people are smiling at him and cheering him. The advertisement is specifically personal about this old soldier, without in any way being a testimonial from him. It says: 'Old Soldier Barnes, the nationally known pedestrian walked from Pittsburgh to Camp Lee, Va., on a wager. Incidentally he put Korry-Krome to a most rigid test.' There you have it—the advertisement has a personality. The reader frames the picture of the sturdy old veteran doggedly putting mile after mile behind him. There is something definite, something human and interesting in this advertisement for the readers to grip and hold on to. And how infinitely better this advertisement is than if it merely told about the test of Korry-Krome soles without being delightfully personal about them!"

"Your contention is," I suggested, "that while people are always attracted to advertisements in which pictures of human beings appear, they are doubly interested in such advertisements as are definitely personal about the persons pictured?"

"Yes, that's it," said Jackson. "I want to show you an advertisement which is my notion of something closely approaching the ideal in personality advertising. It's the latest advertisement of the Billings & Spencer concern. In an elaborate border appears a painting—not a photograph—of an old workman busy with hammer and chisel at his bench. The copy under the picture reads like this: 'Indifferent to time, unshaken by haste, he cuts into his dies the faultless correctness that gives shape to Triangle B Forging, Tool or Machine. He is the embodiment of the New England conscience. In the Billings & Spencer plant at Hartford he and his fellow craftsmen carry on the

# The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

ideals which first earned for us the confidence of Abraham Lincoln.'

"To my mind," Jackson went on, "this particular advertisement is one of the strongest personality advertisements I've ever seen. It makes human and personal an idealized figure of a workman in this particular plant. It is directly specific and to the point about the person pictured and it hooks up the human, personal features of the advertisement in an unshakable way with the product of the plant. How much more interesting this advertisement is with this figure of the conscientious, careful old workman than it would have been if the picture had been eliminated and the copy changed so that the whole emphasis was on the Billings & Spencer plant instead of upon the workman who cuts the dies.

"I suppose it's my old newspaper training that makes me like these personal, human-interest advertisements so much. In my newspaper experience I was always much more interested in the human side of stories than in the other angles. When Memorial Day was observed and the old soldiers decorated the graves of their fallen comrades I was always much more interested in the men who were leaders in the observance than in the mere fact that the usual observance had occurred. I always wanted to know what the living veterans had done in the Civil War, whether their wives were still living and what they thought about wars in general.

"When a new office building was projected by a wealthy citizen I was always more interested in the citizen than in the mere fact that the city was to have another large building. I wanted to know how old the builder was, how he made his money, why he had determined upon an office building as the best form of investment for his money and all that sort of stuff. And the same thing held true when a new pavement was ordered by the city fathers. It didn't interest me par-

ticularly to know that a new pavement was going to be laid, but I was interested in speculating about how the assessments for the work would affect the property owners along the street, how the poor man at the street corner whose home had just been paid for and whose assessment was particularly heavy, was going to pay, and what the old curmudgeon at the end of the street, who had bitterly opposed the improvement, really thought of the matter.

"Of course these stories never got into the paper, except on rare occasions, but I've always thought that such personalities as these about certain newspaper stories would prove a lot more interesting to newspaper readers than the cut-and-dried recital of the mere facts in the case. In the same way I'm always interested in the personal aspect of advertising.

"I like Mennen's Jim Henry advertising because Jim is always personal. He tells about what he has done and is doing. I doubt if the stuff that can be said about Jim's shaving soap is any more interesting than the stuff that could be said about many other shaving soaps. And yet I read it eagerly. The reason I read it and the reason other people read it, to my mind, is because it has personality. Jim Henry tells us about intimate, personal experiences in a convincing, interesting way. And because we are all more interested in human beings than in abstract facts, we read Jim Henry's talks where we wouldn't read about Mennen's shaving soap if the same facts were presented to us in the customary impersonal manner. The facts might be just as specific as they are now but they would lack the warming, humanizing influence of Jim's personality. To me, one of the best tests to determine whether or not an advertisement will interest people is to see whether it is specifically personal or abstractly impersonal. If it is specifically personal it is going to interest people, be read by them and commented upon. If it is abstractly impersonal, it may make

Some of the shrewdest  
and most successful na-  
tional advertisers use  
**THE PEOPLE'S  
HOME JOURNAL**  
because they appreciate  
the extra value of an  
**ALL-THE-FAMILY**  
magazine.



Its fiction, its depart-  
ments and its features  
are edited with the  
**ALL-THE-FAMILY**  
interest in mind.

## ***Height of Efficiency***

To appeal directly to  
the purchasing agent of  
the family and at the  
same time influence all  
the other consumers in  
that family is the height  
of advertising efficiency.

**The People's Home Journal**  
NEW YORK

*For 35 Years the Magazine for Every Member of the Family*

# The Five Doors To The



**F**IVE doors there are to the office of the railway executive. Five sure means of approach to his desk—that railway executive whose attention you desire to attract, that desk on which you want to lay your sales' message.

Railway executives are busy men—busier than ever now that the return of the railways to private control is so near—but none there are who are too busy to fail to welcome that which experience has proved aids in securing greater efficiency and economy for their road. And, after all, that is why the doors of their offices always swing wide to admit members of

***The Railway Service Unit.***

Place y  
busy ph  
ressing  
the log  
30,000  
tage of

Member

**SIMM**

CHICAGO

# Railway Executive's Office



**RAILWAY AGE  
RAILWAY MECHANICAL ENGINEER  
RAILWAY ELECTRICAL ENGINEER  
RAILWAY SIGNAL ENGINEER  
RAILWAY MAINTENANCE ENGINEER**

each of which—as busy railway officials know so well—is published to aid them solve their problems.

Place your sales' message before them *now*—now when they are busy planning ways to increase facilities for transportation, the pressing question of the hour—that is the logical thing to do and the logical way is through the Railway Service Unit with its 30,000 copies. Don't forget that; and don't fail to take advantage of these five doors to the Railway Executive's Desk.

### *The Railway Service Unit*

*Members Audit Bureau of Circulations and Associated Business Papers*

**SIMMONS-BOARDMAN PUBLISHING CO.**

Woolworth Building, New York

CHICAGO CLEVELAND CINCINNATI WASHINGTON LONDON

a hit and then again it may not." "I believe you're right about people being more interested in personalities than in most other forms of printed matter," I said. "Look at yourself, for instance!"

"Look at me!" echoed Jackson. "Why, what have I got to do with it?"

"Don't you see?" I exclaimed. "All of this stuff about advertising that you've told me in the past few months might have been written up in a way to be abstractly impersonal and yet quite specific, and, yet it never would have aroused the interest that it has with your personality to get it over!"

"Why, I—" exclaimed Jackson. "That's it," I cried. "Put in a few more capital 'T's' and this article will get over, too."

"I'll say it will! I—I—"

And then both Jackson and I laughed.

### Fur Trade Advised to Invest in Advertising

An investment of \$1,000,000 in an advertising campaign is recommended to the fur trade by David C. Mills, secretary of the committee, appointed by the Board of Trade of the Fur Industry to devise ways and means whereby the American public could be educated to buy "Made in America" furs. This recommendation is made in a report addressed to Charles S. Porter, chairman of the Board of Trade of the Fur Industry. It contains a discussion of the various phases of the problems, and gives a preliminary draft of the general plans.

A broad educational campaign, which will include various classes of advertising, such as the holding of exhibitions to be participated in by all branches of the industry, and the formation of an organization by which an advertising campaign could be successfully conducted, are contained in the report. There is also the suggestion that "American" slogans be used in connection with the retail fur advertising.

### Tire Publications Have New Advertising Managers

H. B. Seymour, who has been advertising manager of *Rubber Age and Tire News*, New York, a publication of the Gardner-Moffatt Company, Inc., has been made advertising manager of the *Tire Trade Journal*, another Gardner-Moffatt publication, succeeding Henry O'Reardon.

Mr. O'Reardon is now advertising manager of *Tires*, published by Edward Lyman Bill, Inc., New York.

### New York "Times" Offers Newsprint to Other Papers

The New York *Times*, through its business manager, Louis Wiley, has offered to draw from its stock of newsprint a supply to assist in meeting the needs of newspapers in smaller cities. Its offer for January is 400 tons, which amount, according to Mr. Wiley, exceeds the saving of paper on a ten per cent basis, as recommended by the Congressional Committee, investigating the newsprint situation.

This proposal of the *Times* was incorporated in a letter addressed to Bradford Merrill, chairman of the committee on Co-operation and Conservation of the American Newspaper Publishers' Association. Mr. Wiley states in the letter that the New York *Times* has been able to contract for only 12,500 tons for 1920 at a price far in excess of the contract price set for 1920. In addition to this 12,500 tons it has the product of the Tidewater Mill, but will probably need at least 10,000 tons more during the year.

### Foreign Trade Exhibits This Year

A trade fair recently held in Leipzig was attended by about 118,000 visitors, including 7,000 foreign buyers. These facts are provided in a bulletin of the Guaranty Trust Company of New York, issued last week.

The important exhibits were those of the technical section," it is stated, "including machine tools, mechanical and electrical devices, and novelties. Other sections were toys, porcelain and crockery, aluminum ware, construction materials for the building trade, textiles, musical instruments and jewelry. The German glass, pottery, textile, leather, toy, and many other industries are closed down or operating at 5 or 10 per cent of their normal output, because of inability to purchase raw materials."

The bank's bulletin gave a list of some fifty trade fairs to be held this year in various sections of the world during 1920. It may be considered significant that fifteen of these will be held in Germany.

### Claude Sanagan in Automobile Advertising

Claude Sanagan assumed the position of advertising manager of Willys-Overland, Limited, Toronto, Canada, January 1, made vacant through the promotion of J. R. Robertson to the duties of director of the retail sales of the Toronto branch of that company.

### F. L. Kelley Dead

Frederick Levin Kelley, who was a member of the advertising department of the *Daily News-Record*, New York, died at Bloomfield, N. J., on December 24.

"You are distrusted and feared in South America.  
You will find only the most feeble of the Latin  
republics, only after having failed to raise a loan  
in other countries, turn to the United States."

## YOUR MISTAKES IN SOUTH AMERICA

By

VICENTE  
BLASCO IBÁÑEZ

In  
Hearst's for January

The mission of Hearst's Magazine is to entertain  
and enlighten. The world's famous writers, the  
world's great thinkers, the world's real leaders,  
unite their efforts towards this end. On editorial  
merit alone. Hearst's is sold, without any premi-  
ums, clubbing offers or other extraneous inducement.



# OUTDOOR ADVERTISING



Thos. Cusack Co.

The Symbol of  
National Circulation

Thos. G. Sack & Co.



## DIAMOND T TRUCKS.

THE NATION'S FREIGHT CAR

DEALERS NAME AND ADDRESS HERE



*The difference between moving products and dead stocks is year-in-year-out advertising*

Two hundred and twelve of 240 drug stores in Indianapolis have Cutex in stock right now. This is the result of wise selling practices. When the Northern Warren Company came into the Indianapolis market they made no effort to load the retailer on the strength of a new campaign. They took their time and kept hammering with their selling and their advertising.

**Y**OU CAN NOT perform miracles in Indianapolis. But you can make your selling and advertising dollars go further in this market than anywhere else. The Indianapolis Radius is the thirteenth retail market in the country. It is without question the most easily cultivated, if worked along the *right* lines.

*Write the Merchandise Service Department of The News  
for detailed information pertaining to your product*

## The Indianapolis News

Largest 3c Evening Circulation in America

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building

Seeks  
E na  
to be  
financ  
cently  
this t  
fake  
public  
it did  
sented  
effect  
the v  
worthl  
fectly  
vest"  
called,  
not ev  
fore, w  
undoub  
their j  
prize c  
Fort  
public,  
organiz  
posed  
men v  
the off  
the qui  
sky" p  
ceptible  
and the  
right l  
The  
ern Tr  
cago,  
the mo  
devised  
"When  
Local  
newspa  
letters  
ducing  
cess o  
plan is  
Lette  
ing pu  
time r  
States-  
Wiscon  
active  
the pu  
through  
nals an  
papers.  
being r

# A Bank's Campaign to Make Investors of Farmers

Seeks Co-operation of Small-Town Banks to Lessen Wild-Cat Purchases

ECHOING the late circus magnet who said the people like to be humbugged, an eminent financial authority affirmed recently that it couldn't be done—this thing of halting the sweep of fake promotion by advising the public to consult its banker before it did its investing. And he presented a plausible argument to the effect that at least 90 per cent of the victims of questionable or worthless stock schemes are perfectly well aware before they "invest" that their investments, so-called, are gambles, most of them not even thinly disguised. Therefore, why consult the banker who undoubtedly would seek to kill their joy of trying for the age-old prize of "something for nothing?"

Fortunately for the investing public, there is now a fairly well-organized army of kill-joys composed of bankers and business men who are confidently taking the offensive on the other side of the question, believing that "blue sky" promotion can be very perceptibly retarded, if not halted, and that it is only a matter of the right kind of education.

The latest recruit is the Northern Trust Company Bank of Chicago, which has launched one of the most ambitious campaigns yet devised to project the message, "When You Invest, Go to Your Local Banker." Advertising in newspapers, periodicals and form letters is doing the work and producing results already far in excess of expectations, although the plan is only in its earliest stages.

Letters and advertising in banking publications are at the present time reaching 5,000 banks in five States—Illinois, Iowa, Michigan, Wisconsin and Indiana—whose active co-operation is sought, and the public is being approached through the medium of farm journals and scores of country newspapers. Definite arrangements are being made to carry the campaign

into the East and it is predicted that the project will become national in scope before the job will be considered done.

The advertising manager of a farm journal, circulating through the Middle West, is indirectly responsible for the idea. An investigation of the advertising carried by his publication showed him that the advertisements of two or three reputable bond houses appearing regularly did not produce satisfactory results. The investment companies reported in effect: "We get a few inquiries from your readers, but we can't sell them." He took the names and addresses of farmers who had answered the advertisements and then went into field and barnyard to interview them personally. There he got the plain truth about why the usual bond advertisements didn't pull. The farmers said they couldn't "make head or tail" out of the "literature" the investment houses used to follow up inquiries. Neither could their college-educated daughters who, they thought, were reasonably "smart" and to whom the literature was passed along for translation.

The answer was apparent. The investigator for the farm publication called a meeting of Chicago's bank and bond house representatives to discuss for the good of the cause the elimination of technical phraseology and the substitution of simplicity of expression and understandable information in investment and financial advertising.

Representing the Northern Trust Company Bank at that meeting were K. I. Fosdick, sales manager of the bond department, and F. L. Varney, assistant manager of the service extension department, who evolved from the discussion the basis for the "Go to Your Local Banker" campaign and recommended its execution to Martin Lindsay, vice-president, who as-

sumed active management of the proposition.

While educating the public, as Mr. Lindsay explains the purpose of the plan, it is necessary to teach the country banker that his bank service is not complete without a bond department and that it is his duty, virtually to offer the opportunity to his community—especially to the uninformed and inexperienced—to come to his bank for information and financial service. In other words, the country banker must himself become familiar with bonds—a department of banking that the country banker too often neglects—if he expects to make wise recommendations. That he may keep in touch with investment markets everywhere, the facilities of the Northern Trust Company Bank are available to him in competition with all other banks and large distributors. Co-operation, Mr. Lindsay believes, between all the banks, investment houses and investment bankers is the solution of the problem, this co-operation to be directed in part toward supplying the public with educational information on investments and finance reduced to its simplest terms. Incidental to the benefit to the public, the country banker, as well as the city banker, will profit eventually by an increased business in gilt-edged securities to which he is entitled.

The first step in putting the campaign before the public was the insertion of the following advertisement in a farm paper:

"When you invest go to your local banker. Go to him also for investment statistics, information and recommendations. He is your logical adviser. His training, experience, accumulated and accessible information make him so. If your local bank does not include investment service, request one of its officers to write or call on us."

#### LOGICAL TIE-UP WITH LOCAL BANKS

This copy was then used as a basis for another advertisement entitled, "Did You See It?" calling attention to the first advertisement and intended for publication by

the banks in their local newspapers, the Northern Trust Company Bank furnishing the plate free, leaving space for the insertion of the title of the bank agreeing to use the plate. Various other means were employed to stimulate interest among the banks. In Indiana, for example, a banking paper was the medium for a talk to "Mr. Indiana Banker," this advertisement featuring the design adopted for the campaign—a circular, saw-toothed border surrounding the key-lines, "When you invest, go to your local banker. He is your logical adviser in all financial affairs." A hand holding a pencil indicates the design, the copy reading: "Mr. Indiana Banker—This message should be projected into every community in your State. Join hands and keep the ball rolling. The Northern Trust Company Bank, Chicago."

The same circular design is used in the form of stickers which the co-operating banks are affixing to all outgoing mail. A Cedar Rapids, Iowa, institution ordered 10,000 which the Northern Trust Company Bank supplied, together with other large "orders."

Supplementing the periodical and newspaper advertising is a series of letters and circulars recommending suitable bond offerings, the front page of each circular emphasizing the "Go to your local banker" idea and stimulating the spirit of co-operation.

The first letter recommends a bond department for the local bank, as follows:

"Have you a bond department? Do you ever recommend and sell bonds in your territory? Thirty years' record of success and a reputation widely known and acknowledged have built up the confidence with which thousands of individuals look to us for investments and dependable investment information.

"Our bond department brings us in contact with a most desirable clientele and is a valuable medium for prompting business in other branches of our service.

"If you are not cultivating investment business in your terri-

tory, we feel you will find it profitable to do so.

"Adding such a branch to your service places you in a position to obtain concessions in your security purchases and extends your avenues of profit through security sales.

"It is not necessary to carry on hand large lines of bonds for delivery on sales. You are near enough to the Chicago market to make subject offerings from our list and other sources.

"We assure you of all possible support and would be glad to have you call and inspect our bond department, methods and system.

"With complete facilities, specialists and private wires, our service will accommodate you—can be made your service.

"May we not hope to have you consider this matter and allow us to assist you in whatever direction we can?"

The second letter reminds the banker of his duty to warn his community against doubtful promotion and to educate the people to judge the character of investments.

The third letter informs the 5,000 banks addressed of the advertisement the Northern Trust Company Bank intended to address to the audience of farmers and invites their comment as follows:

"You know what measure of power Niagara Falls for innumerable years has wasted through lost and unapplied energy.

"There has been a similar loss to business and all human effort for good through a failure to appreciate and apply the principles of co-operation.

"Your share of the investment business of your territory belongs to you, and you should secure it. We want to see you get it and are trying to apply the principles of co-operation with you toward that end.

"Proof of an advertisement is enclosed, which we intend, after hearing from you and others, to run in the *Prairie Farmer* with a circulation of 132,000 copies. The circulation in your county will be given you on request.

"In the development of your investment business we shall be very glad to further co-operate with you, suggestively and otherwise.

"We will greatly appreciate your comment."

Further reference to the farm advertising is contained in the fourth letter which thanks the corresponding banks for their co-operation.

The fifth letter refers to the "Did You See It?" plates, one of which is reproduced, and explains their purpose thus:

"You were interested in our 'Go to Your Local Banker' correspondence and advertisement. You will shortly receive a folder showing what the officers of more than a hundred banks representing territory in five States thought of it and who approvingly communicated with us.

"The spirit of co-operation is abroad in this matter. In your endeavors in relation to it our desire is to offer you support that will assist you, service you can helpfully utilize.

"Asked to prepare something various banks might use in projecting the message 'Go to Your Local Banker,' we have prepared enclosed ad. A plate will be sent you on request in which title of your bank may be inserted if you care to run it in your local paper.

"The psychological side of this copy is that you are not yourself saying: 'Go to Your Local Banker,' but quoting a message from an outside source.

"In other words, Bim, the Baker, should he say in print: 'Buy Bim's Bread,' naturally would be expected to say just that in his own interest, and would lose the publicity value the same text would have if the analysis department of a State Agricultural Bureau, some well known physician or other, authority presented it for public consideration. Self interest would not then be outstandingly apparent.

"Does this method of co-operation appeal to you? If this particular idea does not quite meet with your favor, we will have other ideas to submit you, because

we are just determined to help you if we can."

Replies from bankers included in the campaign indicate that they realize the need of the kind of educational groundwork the Northern Trust Company Bank is endeavoring to construct and their opinions of the plan have been compiled in a folder—"What 100 Bankers Think."

The plan is already producing results beyond expectations in cooperation from the banks in all sections of the five States now being circularized. The public is already cashing in on the educational value of the plan, for investment selections are more careful, with a tendency toward safety as well as profit, and eventually the plan will be directly profitable to the Northern Trust Company Bank.

But, as Mr. Varney, assistant manager of the service extension department, accurately points out: "It is not results for our own profit we are endeavoring to emphasize. The benefits from this idea, unless I am very much mistaken, are going to cover more territory than Chicago, more territory than the five States we are circularizing, and the number of banks to benefit will be many—not an individual institution. For the project is national in its scope and its 'together' idea is not an 'exclusive' one."

### Protection for Surnames as Trade-Marks

MOCK & BLUM,  
COUNSELLORS AT LAW.

NEW YORK, December 23, 1919.

*Editor of PRINTERS' INK:*

In a recent number of your publication an article appeared which commented upon the insufficient protection given to personal surnames which were of great value as trade-marks, such as "Baker's," "Stetson," etc.

In this connection, it may be worth while calling your attention to the fact that a recent development in the practice of the Patent Office permits the registration of personal surnames which because of extended use have become not "merely" surnames (to quote from the statute) but have attained an objective meaning as trade-marks.

For example (p. 385) in the Official Gazette of December 9, 1919, the registration of "McGraw" was allowed for rubber tires. The file of this case shows that an affidavit was filed on

behalf of the applicant, which stated because of large and extended use "McGraw" had come to identify the applicant's product to the public.

Similarly, the Patent Office recently granted the registration of the name "Fisk" for rubber tires upon a similar showing, so that in these two recent instances registration was allowed of a surname.

Of course, the chief advantage of these registrations is to permit further registration in certain foreign countries where this is not possible unless a registration has been first secured in the United States of America.

While the courts would not forbid the use of his name by another "McGraw" or "Fisk" who went into the manufacture of rubber tires, very ample protection would be granted. Thus, in the case of Warner Brothers Company vs. Wiener, 218 Fed. 635, where "Warner" had been registered as a trademark for corsets under the ten-year clause of the trade-mark act, which permits the registration of surnames which have been exclusively used as trademarks for a particular article during the ten years preceding February 20, 1905, the court refused to permit Wiener to use his name standing alone as a trademark, upon the ground that "Wiener" alone deceptively resembled "Warner." In other words, the court considered "Warner" as though it were a fanciful word like "Excelsior" and gave it similar protection.

While the courts would not forbid any other Fisk from manufacturing rubber tires and putting upon them in small letters, "Manufactured by John Henry Fisk" in such a manner that "Fisk" would not be the prominent feature of the brand, this recent development in Patent Office practice has made it possible for concerns whose trademarks consist of the names of persons to secure much wider protection than was heretofore possible, and in particular to secure registration in many foreign countries which first require a registration in the United States Patent Office.

Please note that the above-mentioned registrations of personal names were not granted because of any distinctive form of print, or under the ten-year clause of the statute, but were registrations of personal names which were adopted comparatively recently as trademarks.

MOCK & BLUM.

### R. I. Worthington Makes New Agency Connection

R. I. Worthington has resigned as service manager in the Chicago office of Lord & Thomas to become general manager of the Kirtland-Engel Company, advertising agency of Chicago.

### Hooten Chocolate Account With Toronto Agency

Smith, Denne & Moore, Limited, advertising agency, Toronto, has obtained the advertising account of the Hooten Chocolate Co., Toronto.



The Great Engineering Weekly of the Industries which are chemically controlled.

# CHEMICAL & METALLURGICAL ENGINEERING

Read each week and paid for by over 12,000 operating officials, plant managers, superintendents, production engineers, chemical engineers, chief chemists and metallurgical engineers in 154 different industries where chemical control is essential.

Chemical engineering is one of the five great branches of engineering. Those in it wield great influence in the expenditure of *one and one-quarter billion dollars annually*; in purchases ranging from 15-cent glass beakers to multiple-effect evaporating plants costing hundreds of thousands of dollars.

"How to Sell Your Product to the Chemical and Related Industries" is the title of our latest booklet. Interested?

## Chemical & Metallurgical Engineering

Member Audit Bureau of Circulations  
Member Associated Business Papers, Inc.

Published by McGRAW-HILL COMPANY, Inc.

Tenth Avenue at 36th Street  
NEW YORK

---



# THREE DAYS' FARM PAPER CONFERENCE AND DEMONSTRATION

**COMMODORE HOTEL  
NEW YORK, N. Y.**

**JANUARY 13, 14 and 15, 1920**

The National Advertising Commission of the Associated Advertising Clubs of the World has joined hands with the Agricultural Publishers Association in this unusual exhibition, while the

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES  
AUDIT BUREAU OF CIRCULATIONS  
ASSOCIATION OF NATIONAL ADVERTISERS  
THE MERCHANTS ASSOCIATION OF NEW YORK  
NEW YORK ADVERTISING CLUBS

are interested—cooperating or supporting, either officially or by approval of large portions of their membership, to the end of making this exhibit of exceptional value and benefit in a constructive way to all business interests. The exhibit consisting of leading Farm Papers, Advertising Agencies, Trade and Community Organizations and Advertisers will visualize the farmer's place in the business of the world.

The program as printed on the opposite page, will give something of an idea of how large things are being planned. Three noon-day luncheons with two evening Banquets, together with the Demonstration itself, ought to constitute a conference of real practical value and helpfulness.

A season ticket is on sale. Seats may be reserved for those desiring up to January 12th. Address all communications to Mr. Frank B. White, care The Commodore Hotel, 42nd St. and Lexington Ave., New York, N. Y.

Luncheon Tickets are \$2.00—Dinner \$4.00.

All interested in Industry, Farming, Publishing or Advertising, are cordially invited to attend all of these functions.

**Agricultural Publishers Association**

**76 West Monroe Street  
CHICAGO, ILLINOIS**

# PROGRAM

## Tuesday Noon, January 13th:

12:15 to 2 P. M.—Luncheon served in the East Ball Room, beginning promptly 12:15.

Frank B. White, Managing Director, Agricultural Publishers Association, toastmaster.

"Co-operation with the Farmer Needed to Steady the Nation's Business"—Lewis E. Pierson, First Vice-President, The Merchants' Association of New York, and Chairman of the Board of Directors of the Irving National Bank.

"The Farmer as a Community and Business Builder"—Honorable C. C. Jordan, Volant, Pa., a State Senator, a farmer and a Chautauqua lecturer.

## Tuesday Evening, January 13th:

Dinner served in the East Ball Room, beginning promptly at 6:30.

Harry Dwight Smith, President of the American Association of Advertising Agencies, toastmaster.

Topic for discussion: "The Relations of the Agent to the Business of Advertising"—Wm. H. Johns, President of the George Batten Company, Inc., the inspirational speaker. Other speakers are: H. H. Charles, President, The Charles Advertising Service; Paul E. Faust, Secretary-Treasurer, Mallory, Mitchell & Faust; O. H. Blackman, President, Blackman-Ross Company; Stanley Resor, President, J. Walter Thompson Company; Bayard W. Barton, President, Critchfield & Company, and James O'Shaughnessy, Executive Secretary of the American Association of Advertising Agencies.

## Wednesday Noon, January 14th:

12:15 to 2 P. M.—Luncheon served in the East Ball Room, beginning promptly 12:15.

Geo. W. Hopkins, President of the New York Advertising Club, toastmaster.

"The Advertiser's View of the Farm Paper and the Farm Market"—F. R. Todd, Vice-President, Deere & Company, Moline, Illinois.

## Wednesday Evening, January 14th:

Dinner served in the East Ball Room, beginning promptly at 6:30. W. Frank McClure, Chairman of the National Advertising Commission, toastmaster.

"The Farmer and the Farm Market"—E. T. Meredith, President of the Associated Advertising Clubs of the World.

## Thursday Noon, January 15th:

12:15 to 2 P. M.—Luncheon served in the East Ball Room, beginning promptly 12:15.

Stanley Clague, Managing Director, Audit Bureau of Circulations, toastmaster.

"The Farmer's Place in America's Business"—Honorable Arthur Capper, United States Senator.

# Agricultural Publishers Association

76 West Monroe Street  
CHICAGO, ILLINOIS



## "Present"

- more children say it
- at roll-call in the Brooklyn schools
- than anywhere else in Greater New York.

## "Vote"

- more citizens
- go to the polls in Brooklyn
- than anywhere else in Greater New York.

## Homes

- there are more
- one and two-family homes
- in Brooklyn
- than anywhere else in Greater New York.

*Approach Brooklyn directly*

through

## The Brooklyn Eagle

*Dominant in Brooklyn*

Third in volume of advertising among the sixteen  
Greater New York papers

# Business-Paper Advertising Selling Government Surplus

Co-operation of Associated Business Papers Relied Upon in Choice of Mediums

THE biggest selling campaign in commercial history is relying upon advertising to make it successful.

When the armistice came, the Government had on its hands more than \$4,000,000,000 of raw material and finished products that were necessary for a successful prosecution of the war. It required almost a year to take an inventory of this stock.

The Government had two pre-war plans upon which to base its selling campaign: six-point advertisements requesting bids, and auction sales in the cities and towns where the goods were stored.

But instead of following pre-war precedent it turned to modern business for guidance, realizing that the amount of goods it had on hand far exceeded, for instance, the annual volume (\$200,000,000) of business of one of the largest packing houses. Modern business gave the Government the answer, advertise, for solving its sales problem.

The answer in full was:

"Advertise so that the Government can obtain an equitable return; advertise so that all the people who wish to purchase may have an opportunity to know all the details of the sales; advertise so that the present strained industrial conditions may not be made worse by the 'dumping' of huge quantities of materials in localities not in need of that material."

The Government took that advice and made its bow as a seller of merchandise through well-planned display a year after the armistice. Since January a year ago, there has been a director of sales in the War Department, but only in November, 1919, was there real indication that the Secretary of War authorized the employment of paid advertising as a means of promoting the sales of surplus Government stores.

At the present time, through his order, advertising may be contracted for to an amount not in excess of one-half of one per cent of the appraised value of the goods to be sold, and the bills for that advertising settled from the proceeds of the resulting sales.

Such advertising is arranged for, written and placed through the Sales Promotion Section of the office of the director of sales, War Department, Washington, D. C. The present director of sales, E. C. Morse, was formerly in charge of purchases for the Construction Division, and prior to his activities in war work, associated in the sales department of the Westinghouse interests.

## THE ROUTINE OF THE ADVERTISING

By an order of the director of sales, all Bureaus in the War Department which have surplus property to be disposed of, must inform the office of the Director of such property (if it is in excess of \$25,000 in value). The Sales Promotion Section then plans the advertising campaign, selects the mediums, and prepares the copy. At the present writing, such advertised sales have been almost entirely confined to cloth, textiles and knit or woven goods, but other sales are in process of preparation. The various Bureaus are able to determine surplus property as distinct from needed stores but slowly, inasmuch as there is as yet considerable doubt as to the size of the Army for which stores must be kept in reserve.

The material to be disposed of was to be sold to the consumer. This was the expressed desire of the Government. The Government had no trade-mark to establish; nor commercial good will to build up. But it did desire to do whatever it could to reduce living costs, and it believed that the placing of this material, whenever pos-

**W**HENEVER newspapers are published it is a well known fact that the paper carrying the greatest number of classified or want page advertisements is the best advertising medium.

Most classified advertising is voluntary advertising, that is, advertising brought to the paper by the advertiser without solicitation. The voluntary advertiser selects the newspaper that brings him the best returns.

***The Minneapolis Tribune for the year 1919 published 153,494 more want advertisements than did its nearest competitor in the Twin Cities.***

The reason The Tribune is the leading classified medium of the great Northwest is because there are 21,528 more Tribunes sold every day and 39,155 more every Sunday than are sold by any daily newspaper published in the Northwest.

**GERALD PIERCE**  
*Manager of Advertising*

**JOHN B. WOODWARD,**  
*Eastern Representative,*  
810 Times Bldg.,  
New York.

**C. A. COUR,**  
*St. Louis Representative,*  
Globe-Democrat Bldg.,  
St. Louis, Mo.

**JOSEPH S. SCOLARE,**  
*Detroit Representative,*  
701 Ford Bldg.,  
Detroit, Mich.

**GUY S. OSBORN,**  
*Western Representative,*  
Tribune Bldg.,  
Chicago.

**BARANGER-WEAVER COMPANY,**  
*Pacific Coast Representative,*  
520 Examiner Bldg.,  
San Francisco, Cal.

sible, in the hands of the consumer would aid it in reducing living costs.

This decision was responsible for a plan which confined the advertising campaign to the columns of business papers. It was natural that the Government, in order to carry out this plan efficiently, should turn to the association representing the publishers of the business papers of the nation, the Associated Business Papers, Inc., New York, for the proper guidance of the advertising, in the writing of copy and in the placing of the copy.

The general plan of action is to determine just what field or fields offer the most logical and practicable outlets for any specified lot of merchandise, and then select the business papers covering the proper fields.

The Associated Business Papers, Inc., New York, is not only guiding in the carrying out of this plan, but has worked closely with the War Department in all of the preparatory work leading up to it. The headquarters offices of the Associated Business Papers have a special committee, having the following members:

J. M. Muir, McGraw-Hill Co., New York, Chairman; F. J. Frank, *Iron Age*, New York; V. H. Power, *Manufacturers' Record*, Baltimore; George R. Wilson, *Factory*, Chicago; A. O. Backert, Penton Publishing Co., Cleveland, and Philip Berman, *Dry Goods Economist*, New York.

The War Department is able to make use of the special knowledge of editors and publishers in all branches of trade and industry. As each lot of materials is released for sale, the director of sales for the Government is thus able to avail himself of expert counsel from business paper sources through one point of contact, in determining the best markets as well as the business papers which will most effectively carry the advertising to those markets.

In the selection of mediums, the director of sales is governed by the same considerations as any individual advertiser. All element

of "pull" or undue political influence is conspicuous by its absence. The only basis of judgment in mediums is character, proved circulation and pulling power.

The copy which has appeared so far is specific and the objective aimed at is just as specific. A dominating appearance suggesting huge supplies and the authority of the Government characterizes this copy which in some instances has taken as much as six full pages in a single publication.

Results of the advertised sales have been "strikingly and eminently satisfactory." In one case, it is reported that goods valued at \$2,000,000 were disposed of by advertising costing only \$1,000. In every case where advertising has been employed the sales costs have been well under one-half of one per cent of the sale price of the goods.

It is stated by the Sales Promotion Section that a constantly increasing number of small purchasers and small purchases is being registered from week to week, and that more and more inquiries are continually coming in. The sales, which it is hoped to be upon the basis of a million dollars worth of property offered per week, will continue until the surplus from all bureaus, of all sorts of material, from fountain pens to automobiles, is disposed of. At the rate of one-half of one per cent, there is available \$5,000 per week for paid advertising (roughly). Inasmuch as sales are conducted by the informal bid plan, only an approximation of the value of the goods offered is used as a basis for determining how much advertising may be contracted for in any one week.

#### "Chat" Has New Publishers

The Chat Publishing Company has been incorporated to take over the property of *Chat*, a journal of society and sport, Philadelphia, which until July, 1917, had the name *Clubman Magazine*. The officers of the new company are: Sutphen C. Yeisley, president; D. Milton Umsted, treasurer, and W. J. Lawson, vice-president and secretary.

# Recent Entries in the Slogan "Clearing House"

Fifty More Slogans Registered in "Printers' Ink's" List of Advertised Slogans

CLARK EQUIPMENT COMPANY  
BUCHANAN, MICH.

*Editor of Printers' Ink:*

Permit us to enter our two nationally advertised slogans in your roll of honor. These are especially well known in the automotive and machinery fields.

"Clark Equipment Is Found Only on Good Motor Trucks." (Used in Axle and Wheel advertisements.)

"Make the 'Hole' Job a Celfor Job." (Used in our drill advertising.)

Your list of national slogans is most interesting. We are saving lists published previously.

E. W. CLARK,  
Advertising Manager.

Mr. Clark's letter, reprinted above, serves as an indication of the interest taken by our readers in the compilation of advertised slogans. Through such co-operation as this, PRINTERS' INK has been able to list 650 to date. With the continued assistance of our readers this number should be greatly increased.

Always Good. Aetna Garment Co.  
Always Reliable. Philadelphia, Pa., Record.

An Institution That Sticks to Its Last. Traung Label and Lithograph Co.  
Baking Aid That Nature Made (The).  
Falk American Potato Flour Corp.  
Blue of Spotless Reputation (The).  
Luther Ford & Co. (Mrs. Stewart's Bluing.)

Building with Foresight. Lockwood, Greene & Co. (Engineers.)  
Candy Aristocrats. Block Candy Co.  
City at Your Door (A). International Harvester Co. of America. (Trucks.)  
Cleans Without Beating and Pounding. United Electric Co. (Vacuum Cleaner.)

Costs for Every Wear-Everywhere (The). International Duplex Coat Co.  
Elco Patch for Every Purpose. Elco Mfg. Co.

Fewer Gallons—Wears Longer. Devoe & Raynolds Co. (Devoe Lead and Zinc Paint.)

For the Betterment of Newspaper Advertising. Gagnier Stereotype Foundry.  
For Your Toe's Woes. Lunn & Sweet Co. (Shoes.)

Handle It Mechanically. Jeffrey Mfg. Co.

Happy Hour Chocolates. D. Auerbach & Sons.

Heart of the Grain, Plus the Art of the Grain (The). Arkadelphia Milling Co.

Heel With Nine Lives (The). Foster Rubber Co. (Cat's Paw Rubber Heels.)

If It's a Candy Wrapper We Make It. L. A. Liebs Co.

If Not Made by Felt & Tarrant It's Not a Comptometer. Felt & Tarrant Mfg. Co.

In Every Town for Every Car. Jenkins Vulcan Spring Co.

Judge It By Its Users. New Castle Leather Co., Inc.  
Kills Pain. Wm. R. Warner & Co. (Sloan's Liniment.)

Kind Real Boys Wear (The). H. A. Seinsheimer Co. (Perfection Clothes.)  
Leather for Fine Shoes (The). Standard Kid Mfg. Co. (Vode Kid.)

Let Taylor Do Your Tailoring. J. L. Taylor & Co.

Let White Build It of Concrete. White Construction Co., Inc.

Long Wearing Window Shade Material (The). Chas. W. Breneman Company.

Longest Lived Micrometer That Can Be Bought. J. T. Slocomb Co.

Make the "Hole" Job a Celfor Job. Clark Equipment Co.

Make You Want to Walk. Nature-Tread Mfg. Co.

Means More Mileage. Mason Tire & Rubber Co.

Money Saver—Butter Flavor. Ohio Butterine Co.

More Than a Polish. Raylo Corporation.

My Right Hand in the Home. American Steel Wool Mfg. Co.

National Summer Suit (The). Goodall Worsted Company. (Palm Beach Cloth.)

Of Paramount Importance to the Housewife. Arcraft Broom Co.

Personal Service Bank (The). Anglo-California Trust Co.

Printed Proof on Barrett Portable. Barrett Adding Machine Co.

Ride a Bicycle. Cycle Trades of America.

Safe to Be Burned When Your Back Is Turned. National Enameling & Stamping Co. (Stoves.)

Sold by the Carload, Used by the Drop. Luther Ford & Co. (Mrs. Stewart's Bluing.)

Style Without Extravagance. Dreyfous & Lang. (Men's clothes.)

To Know Them Is to Love Them. Richard Hudnut. (Toilet Specialties.)  
Transos Envelope the World. Transo Envelope Co.

We Seek to Serve. Ohio Fuel Supply Co.

With the Pistol Grip and Trigger Switch. Black & Decker Mfg. Co. (Electric drills, etc.)

World's Liniment (The). Wm. R. Warner & Co. (Sloan's Liniment.)

You Buy the Best When You Buy the Bessemer. Bessemer Gas Engine Co.

Your Wish Fulfilled. Richard Hudnut. (Toilet Specialties.)

---

*Try it out in Representative Milwaukee*

---

## The Law of Averages

Works the same in Milwaukee as elsewhere. Salesmen find that the more calls they make—the more homes they "get into"—the more goods they sell. The same is true of a newspaper. The Milwaukee Journal goes into the homes of four out of five of the English speaking families of the city. Its net paid circulation is over 100,000—the largest in Wisconsin. So seven days each week The Journal "gets into" more houses and sells more advertised goods than any other paper in the state.

That makes it comparatively easy to plan a Milwaukee campaign—but one paper is necessary to cover Milwaukee—there is only one that does.

## *The Milwaukee Journal*

H. J. GRANT, Pub.

R. A. TURNQUIST, Adv. Mgr.

Special Representatives:

O'MARA & ORMSBEE, Inc.

New York

Chicago

London Office: 34 Norfolk Street, Strand, London, W. C. 2

---

---

# THE PRICE OF LEADERSHIP

**T**O BE a leader in any field of endeavor calls for four things in the main. First, Ideals; second, Devotion to a Cause; third, Concentration, and fourth, the Courage to "Carry On."

PHOTOPLAY'S leadership in the field of Motion Pictures has been no exception to the general rule. Early it picked ideals, to which it has been devoted; it has concentrated all its energy in its chosen field and backed it up with the necessary courage to carry them to a successful conclusion.

To-day, its leadership is unquestioned by advertisers and leading agencies, as well as the great army of people who have endorsed it, by stepping up to the newsstands each month and buying the magazine.

This has not been accomplished without difficulty, however. It blazed the trail editorially, doing much to direct the

great industry of which it is an integral part, and its advertising columns have been kept clean and represent to-day as fine a line of merchants as has ever been acquired by a magazine.

Every month, business that might be thought objectionable has failed to secure space, and each advertisement is guaranteed by the magazine itself.

The wisdom of this policy has been proven by more advertisers and readers giving their support to each issue.

To-day the year closes with a 115% gain in advertising lineage and an increase in circulation guarantee of 100,000, with a large excess in addition.

Isn't this the sort of a medium that successful manufacturers need? It seems so to me.

*Let the name stick in your mind, it's imitated.*

# PHOTOPLAY

*The Magazine of the Fifth Estate*

JAMES R. QUIRK, PUBLISHER

W. M. HART  
ADVERTISING MANAGER

850 NORTH CLARK ST.  
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

# ✓ Portraits That Are Permissible in Advertising

Publication of the Pictures of Dead People Is Not Illegal—The "Right of Privacy"

SOME weeks ago PRINTERS' INK received from one of its readers a letter containing the following inquiry:

"I will appreciate it very much if you will advise me at your earliest convenience whether or not there is a law prohibiting the use of a portrait of a celebrity after his decease. We are interested in using a picture of Whistler, the artist, in connection with some copy we are preparing for one of our clients, and while we are familiar with the law which prohibits the use of the portrait of a living person without his consent, we are not posted as to the other phase of the matter."

When this inquiry was presented to Gilbert H. Montague, counsellor-at-law, who has devoted much attention to the legal side of advertising, he said:

"It has been pretty clearly established now that no one has the right legally to make use of the portrait of another who is living, if the purpose is to get profit through advertising or trade. There are provisions, however, that make it possible in some instances to use a living person's portrait in advertisements even without the consent of the person who is portrayed.

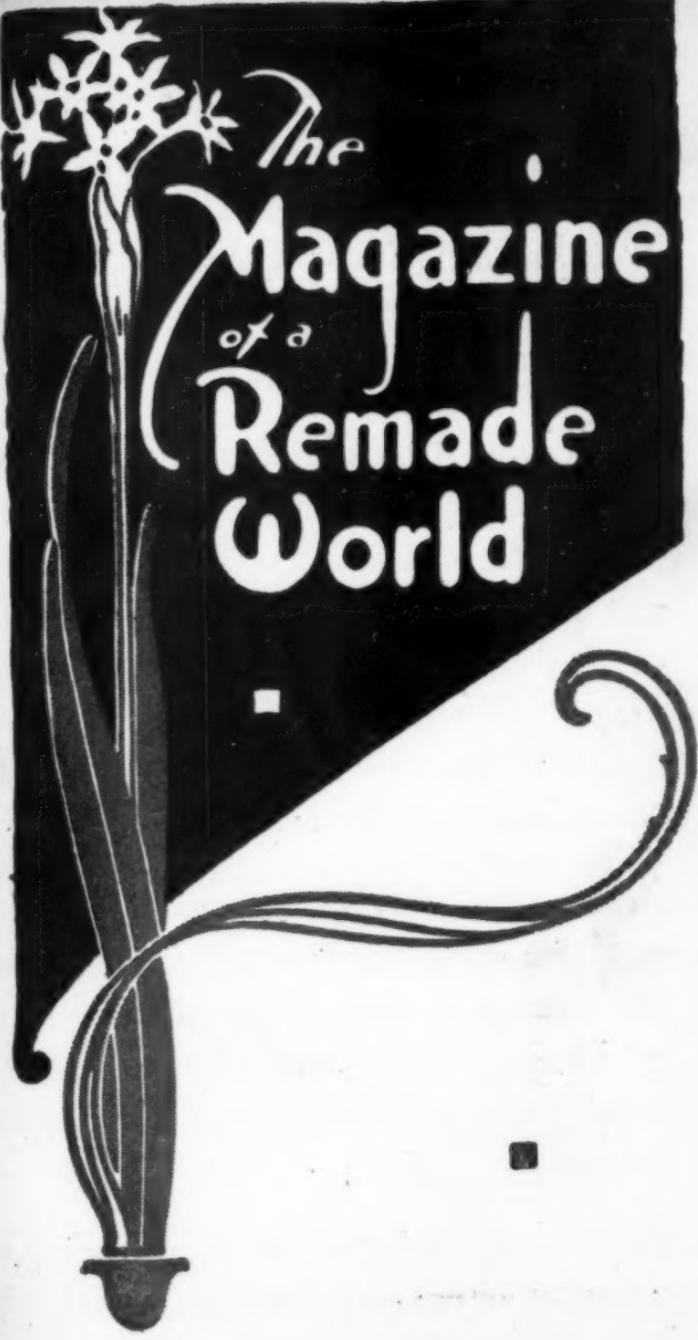
"But before going into that matter, let us consider the question that is presented in the letter concerning the use of a portrait of Whistler. Apparently there is no legal obstacle to the use for advertising purposes of a portrait of any celebrity who is dead. In fact, there appears to be no law that prohibits such a use of the portrait of a dead person, whether he or she was a celebrity or not. I am referring now to the matter as it is affected by the law in the State of New York. My investigations indicate, however, that this principle obtains generally—that

the other States having laws on the subject grant privileges that are similar to those which are found here as regards the use of portraits of people who are no longer living.

"Some years ago, the widow and daughter of George H. Corliss, an inventor, of Providence, Rhode Island, applied for an injunction to prevent the use of the portrait of Mr. Corliss in connection with a biographical sketch which apparently did not meet with their approval. The case was argued before Judge Colt, now United States Senator from Rhode Island. While the injunction was granted, the Judge pointed out that it was on the ground of a breach of an agreement under which the portrait was obtained, and indicated that this was the only ground sustaining the decision. In this case the Court seemed to find a distinction between the rights of a 'private individual,' so called, and a 'public individual.'

## RIGHT OF PRIVACY DIES WITH A PERSON

"Another case that was interesting in this connection came up in New York in 1895, when relatives of Mrs. Mary M. Hamilton Schuyler, a granddaughter of Alexander Hamilton, endeavored to prevent the erection of a statue of her by members of an organization that wished to honor her 'as the representative of a class of women philanthropists.' The relatives of the lady, who was dead, offered the plea that she would have objected, had she been alive, to the notoriety or publicity attaching to the erection of such a statue as was proposed, and they submitted as an additional grievance the intention of the promoters of the project to place the statue of Mrs. Schuyler near a



The  
Magazine  
of a  
Remade  
World

*"The world is looking to America. America is unhurt by the war. It has wealth, infinite possibilities, dominant possibilities. It has reached a position of dominating importance in the affairs of the world."*

---

Abner Islip is right in declaring, as quoted above, that the world is looking to America. Who is Abner Islip? He personifies in spirit and in vision all the great business in this country today. No one knows better than such a man what this new America of ours means to modern civilization and to the advancement of the human race.

Abner Islip is the master force in a vast business. He strides like a giant through the pages of Clarence Budington Kelland's new novel, "A Daughter of Discontent," which begins its serial course in THE RED BOOK MAGAZINE for January.

From every point of view, Mr. Kelland's achievement in this powerful novel is remark-

able and places him at once in the front rank of the really great novelists of our day. The story is a reflection of modern life such as is rarely the fortune of a magazine to offer its readers. As a contribution to the history of our day the publication of this novel is peculiarly fitting at the present time.

THE RED BOOK MAGAZINE is the one publication devoted to the purpose of reflecting all that is most vital in modern American life, in the sole art form of universal appeal—*fiction*. The consciousness of this purpose is reflected in each story, and has won for the magazine the high regard of increasing thousands of readers each month. To these readers it carries cross-sections of the life of today as it is really lived and provides a crystallization of the dreams, the strivings and the achievements that are making our new America what it is.

---

It is for all this that THE RED  
BOOK MAGAZINE has been  
awarded its appellation

*"The Magazine of a Remade World."*



THE RED BOOK MAGAZINE'S distinctive purpose is further maintained in the January number by

Rupert Hughes' novel—"What's the World Coming To?"  
Stewart Edward White's novel—"The Killer."  
Ben Ames Williams' novel—"Black Pawl."  
William Dudley Pelley's story—"Beating Back."  
J. Frank Davis' story—"A Hunch on Heredity."  
Nancy Shore's story—"The Secret of the Neals."  
Nalbro Bartley's story—"Jolanda—V. V. V."  
Charles Wesley Sanders' story—"A Man by Name o' Champlin."  
Walter Prichard Eaton's story—"Lucy—Wildcat."  
Barker Shelton's story—"Home Over Sunday."  
Don Marquis' story—"In His Own Blood."  
Ida M. Evans' story—"Pretty Women."

THE  
**RED BOOK**  
MAGAZINE

MORE THAN 700,000 COPIES MONTHLY

bust of Susan B. Anthony. The court held that 'the individual right of privacy which any person has during life dies with the person,' and was of the opinion apparently, that there was no reason to believe that the feelings of the deceased would have been disturbed by reason of the fact that the statue was to be exhibited in a room which contained the bust of an advocate of woman's rights.

"In the case of Wyatt against Hall's Portrait Studio, tried in New York in 1911, it was held that a cause of action for violation of the right of privacy is personal in its character, and does not survive the death of the person whose portrait is used. It may be worth while to introduce this interesting comment in connection with the case to which I have just referred:

"Since there are no statutes covering or including the publication of a portrait of a deceased person, we must look to the common law for the solution. The weight of opinion seems to hold that the statutory right of the deceased is not passed on to his relatives or personal representatives, but dies with him. Any right, then, that they may acquire in the matter must arise from injuries to themselves. It follows, therefore, that in the absence of substantial injury to the feelings, reputation, etc., of the relatives, the publication of the portrait of a deceased person will not be restrained by a court of equity or punished by a court of law."

"This, it would seem, indicates pretty clearly that it is quite safe to use a portrait of Whistler or of any other dead person, even if the purpose is to embellish an advertisement. I don't believe an advertiser or an advertising agency would be assuming a dangerous risk in making use of a portrait of Pocahontas or Captain John Smith or Cleopatra or any other dead person, so long as nothing was done to injure the feelings or damage the reputations of the relatives of the deceased. Of course the living relatives of a dead person whose portrait was

used for advertising purposes might insist that their feelings had been hurt by such a use of the portrait, but they would have difficulty in recovering damages on any claim of that kind. In fact, it would seem to be no easy matter for a living person to establish a claim for damages because of the unauthorized use of his or her portrait for advertising purposes, as was shown in the now famous case of Miss Abigail M. Roberson, who, by her guardian, brought suit in 1902 against the Rochester Folding Box Company. The case was tried before Judge Alton B. Parker, who has since been a candidate for the Presidency, and was full of interesting features that must have appealed to the judge, who is known to have a keen sense of humor.

#### THE CELEBRATED FRANKLIN MILLS CASE

"The complaint alleged that the Franklin Mills Company, without the knowledge or consent of the plaintiff, printed and circulated about 25,000 lithographic portraits of Miss Roberson, and that above the portrait there was printed in large plain words, 'Flour of the Family.' These portraits of the young lady, it was said, had been posted conspicuously in stores, warehouses, saloons and other public places; that they were recognized by her friends and other people, with the result that she had been greatly humiliated 'by the scoffs and jeers of persons who had recognized her face and picture in the advertisement.' It was even alleged that her good name had been attacked, causing her great distress and suffering, both in body and mind; that she was made sick and suffered a severe nervous shock, was confined to her bed and compelled to employ a physician. Because of these facts she demanded \$15,000 damages.

"The judge held that there was no complaint that the young lady was libeled by the portrait, but that, on the other hand, the excellence of the likeness seemed to constitute the complainant's chief

# Are the Architects Taking Your Ads. With Them?



Take John Russell Pope, for example: Do you know when he reads Ads. most?

When he's off on his vacation.

He has a goodly lot of the architectural magazines bundled up and sent on ahead of him.

When he is looking unhurriedly through those magazines, does he or doesn't he find your advertisement?

When considering the best one to best use, give Architecture a little extra probing.

Make us prove things.



## ARCHITECTURE

*Published by*  
**THE HOUSE OF SCRIBNER**

CHARLES SCRIBNER'S SONS  
597 Fifth Avenue, New York

objection. Commenting upon the claim that the plaintiff's right of privacy had been invaded, Judge Parker said he had not found any reference to such a right in Blackstone, Kent or any other of the great commentators upon the law. The existence of the right of privacy, the Judge said, did not seem to have been asserted prior to 1890, 'when it was presented with attractiveness and no inconsiderable ability in the *Harvard Law Review*. Discussing the claim that a man has the right to pass through this world without having his picture published, his business discussed, his eccentricities commented upon,' the court held that if such a principle were incorporated into the body of the law the attempts to apply it logically would result in a vast amount of litigation and many absurdities.

"The right of privacy once established as a legal doctrine," said the Court, "cannot be confined to the legal restraint of the publication of a likeness, but must necessarily embrace as well the publication of a word picture, a comment upon one's looks, conduct, domestic relations or habits. And were the right of privacy once legally asserted, it would necessarily be held to include the same things if spoken instead of printed."

"One can see very readily the consequences of such a 'right.' It would become practically impossible to publish newspapers, for what would a newspaper amount to if it were prevented by law from printing the name of any one without first obtaining the person's consent? With such a right of privacy established one might get into trouble by telling Mrs. Brown that she was looking well when she wished to have it understood that she was in 'miserable health.'

Judge Parker suggested, in declining to award damages to the young lady whose portrait had been used in a flour advertisement, that the legislature 'could very well interfere and arbitrarily provide that no one should be permitted for his own selfish purpose

to use the picture or the name of another for advertising purposes without his consent.' This suggestion was acted upon by the New York legislature, and the law now makes it necessary to obtain the consent of any living person before his picture can be used for advertising or trade purposes. This does not apply to the use of pictures in newspapers, magazines or other publications of a similar kind, and an amusing case in which the distinction was noted came out in trial before Judge Carr in Brooklyn, a few years ago. May Collier, a 'trick diver,' through her guardian, sued R. K. Fox for damages for publishing a picture of her in tights in the *Police Gazette* and for referring to her in print as 'a favorite of the bald-headed boys.' I fancy that Judge Carr, who is quick to perceive the humor of a situation, found the matter quite entertaining.

"It should be understood that the lady was suing on the ground that her picture had been used by the publisher as an advertisement for his private gain, but the Court was unable to take that view of the matter, saying that if 'applied as the appellant desired, the law would cover nearly every issue of our newspapers, and especially our great number of monthly magazines, in which the advertising matter is as great in bulk, and oftentimes as interesting, as the letterpress.'

#### SAFE TO CONFINE USE OF PORTRAITS TO DECEASED PERSONS

"Our friends in the advertising business might well regard that as a fine judicial tribute to their genius. I believe I have cited a sufficient number of cases to show that it is quite safe to use the portrait of a dead person for advertising purposes and quite unsafe to make a similar use of a portrait of one living, without first obtaining his or her consent. In some of the States, as I mentioned a while ago, it has been held that photographers who have made pictures of persons with the understanding that no restrictions were to be placed upon their use, might

sell such pictures for advertising or trade purposes, regardless of the fact that the use of later pictures of the same individuals were prohibited.

"In other words, the law as enacted in New York is not retrospective in its application, and does not apply to the use of portraits or pictures acquired prior to its enactment. However, this rule is not of general application throughout the United States. Take, for example, a portrait acquired previously to the enactment of this law in New York; such, for instance, as a picture of Woodrow Wilson acquired twenty years ago from a photographer who had Mr. Wilson's permission to sell copies to anyone. While its publication would not be restrained in New York and other States with a similar law, yet in some other States its use might be restrained. Therefore, it would hardly be safe for anyone whose product or advertising is likely to go beyond State boundaries to use the portrait of a living person without a contract specifying that there was to be no limit during which its use might be continued. To be on the safe side, advertisers wishing to use reproductions of portraits for advertising or trade purposes should select pictures of people who are dead. I am unaware of any State that has a law preventing the use for advertising purposes of the portraits of deceased persons."

Apparently the correspondent who wishes to use a portrait of Whistler, the artist, may do so without fear of successful prosecution. When Whistler died all restrictions in connection with the use of his portrait for advertising purposes ceased. This would not, of course, apply in the case of copyrighted portraits, publication of which would infringe upon the rights of the owners.

#### T. A. D. Weaver Leaves New Orleans Agency

T. A. D. Weaver has left The Chambers Agency, Inc., of New Orleans, to become sales manager for the Pyrotol Chemical Company, of Beaumont, Texas.

#### Advertises That It Rejoices in "Big Five" Dissolution

In the opinion of The Amos-James Grocer Company, St. Louis, the decree which prohibited the "Big Five" packers from engaging and continuing in the general grocery business is a justification of the independent merchant.

This St. Louis wholesale grocery organization has employed newspaper advertising to show why it believes the independent wholesaler should rejoice.

Although that advertisement shows the independent wholesaler entirely happy, yet the independent retailer is not said to be in that condition; for he still has the chain-store system to combat.

The independent retailer is given some cheer, for he is informed that his store has the "human element" which the chain store lacks and for that reason must eventually win out:

"The retail grocers have good cause to feel elated over the future prospects. While, as a rule, they are freely condemned as profiteers, such charges are invariably made by people who are lacking in knowledge of the facts. Those who know the real facts in the case understand there is no harder-worked class of business men who labor as long hours and receive as little pay and gratitude for the service which they render mankind. Every thorough investigation that has been made has exonerated them from the charge of making an unreasonable profit. During the recent coal strike it was the independent merchants in the mining sections who helped tide the miners and their families over the period when they had no income. Through all other strikes and misfortunes it is the individual retail grocer and general merchant who carries the burdens and extends credit so that their families will have something to eat. How much merchandise do you think that the pay-as-you-enter chain-store systems would supply the people in an emergency? Whenever there is a family in distress it is invariably the independent retail grocer who comes to the rescue. The machine-store systems, which sell for cash only, never render the service to humanity that the independent retail grocer does. The independent merchant is in fact a benefactor in many ways, though unjustly made the scapegoat for high prices, without reason or warrant."

"The independent retail grocer has every reason to feel elated over his prospects. His vindication and justification will be complete when the interests which are now trying to deprive him of his livelihood will meet with the same fate that has befallen the meat packers."

#### "Eve" a New British Publ- cation

London has a new monthly publication for women which bears the name *Eve*. The first issue appeared on November 14. W. N. Campbell is the advertising manager.

The  
India  
Star  
Reac  
More  
Indiv  
Home  
Any  
India

**Every Fourteenth Person  
in the Indianapolis Radius  
Owns an Automobile**

Making the Indianapolis radius the sixth in number of cars per population in the United States.

People in the Indianapolis radius know cars and buy cars; they have both the money and the inclination.

The Indianapolis Star is the best medium for reaching the buying power in the Indianapolis radius.

It reaches the able-to-buy people of Indiana's ninety-two counties every morning in the year.

During the first eleven months of 1919 The Indianapolis Star carried 951,326 agate lines of Automobile advertising.

Concentrate your advertising power in the newspaper that reaches the buying power of Indiana—

**The Indianapolis Star**

Largest morning and Sunday circulation in Indiana.

Eastern Representative—Kelly-Smith Co.,  
Marbridge Building, New York.

Western Representative—John Glaser,  
Peoples Gas Building, Chicago.

**THE SHAFFER GROUP**

- The Indianapolis Star
- The Terre Haute Star
- The Muncie Star
- The Louisville Herald
- The Denver Times
- The Rocky Mountain News
- The Chicago Evening Post

**National Advertising Convention  
At Indianapolis  
June 6th to June 11th**



## Important Notice of Advance In Rate and Closing Dates

EVERY Advertising Agency in the United States that places an Agricultural account should have received a copy of the new Southern Ruralist rate card by Registered Mail on or before Jan. 1st, 1920.

### Notice Given One Year in Advance

The new rate becomes effective with our issue of Jan. 1st, 1921, and carries a cost of \$2.00 per agate line flat based on a guaranteed circulation of not less than 350,000 copies per issue. Back covers in two colors \$1,750.00.

No  
pre  
yon  
usin  
rate  
incr

Oun  
tant  
date  
teen  
on a  
and  
ing

As i  
Rura  
valu  
Field

S

CHIC  
J. C. B.  
Advertisin

More  
will be

## Buy On a Rising Market

No advertising contracts will be accepted at our present rate carrying a schedule extending beyond our issue of Dec. 15th, 1920. Advertisers using space during 1920 will enjoy the present rate of \$1.50 per agate line flat with a steadily increasing circulation.

## Advance in Closing Date

Our 1920 program contains but one important change, that is an advance in the closing dates of the Southern Ruralist from ten to fifteen days. This becomes effective at once and on all future issues forms will close on the 1st and 15th of the month, or fifteen days preceding the date of issue.

As in the past twenty-seven years the Southern Ruralist shall continue to deliver the greatest value in the Southern Agricultural Advertising Field.

# Southern Ruralist

*Audited by the A. B. C.*

ATLANTA

CHICAGO  
J. C. Billingslea  
Advertising Bldg.

ST. LOUIS  
A. D. McKinney  
Post Dispatch Bldg.

MINNEAPOLIS  
R. R. Ring  
Palace Bldg.

NEW YORK  
A. H. Billingslea  
No. 1 Madison Ave.

More than 40 per cent of the \$14,092,740,000 national crop values—will be found in the thirteen states covered by the Southern Ruralist.

*Junior Farmers*

A Department For  
THE FARM BOY AND GIRL

The above is a reduced reproduction of the heading of a department devoted to the activities of "JUNIOR FARMERS" (members of boys' and girls' clubs) and run regularly every week in *THE FARMER*.



## THE FARMER

The Boys and Girls, the Junior Farmers, the *Young Men* and *Young Women* if you please, who read this department wield a remarkable buying influence on the farms and in the homes where they live. Advertisers can easily direct this influence to their profit.

### 20,437 Boys and Girls

are members of these clubs in Minnesota alone. North and South Dakota are doing almost as well, Wisconsin is doing better and Iowa is hitting on all twelve.



Last year these Junior Farmers produced a net profit of \$230,356.95 in Minnesota alone. Their work in this state is divided into ten projects as follows:

- Bread Making Clubs
- Home Canning Clubs
- Home Garden Clubs
- Poultry Clubs
- Potato Clubs
- Baby Beef Clubs
- Dairy Calf Clubs
- Pig Clubs
- Sheep Clubs
- Corn Clubs

If interested write us a letter and we will tell you the whole story about this big movement.

## THE FARMER

*A Journal of Agriculture*

STANDARD FARM PAPERS, INC. WEBB PUBLISHING CO. WALLACE C. RICHARDSON, INC.  
Western Representative, Publishers Eastern Representative,  
Conway Building, ST. PAUL, MINN. 381 Fourth Ave.,  
CONWAY NEW YORK

# New Rockefeller and Whelan Drug Chains Worry Manufacturers

With Three Big Chains Now Instead of One, Pushing Chain Products Against Advertised Goods, Wide Awake Manufacturers Recognize the Need of Strengthening Their Selling Plan

IF you have any idea of giving up your business for the taxi-cab, Old Clo's or shoe business—STICK. There is Big Money in the drug business, even if you haven't stumbled across it. See whom we have with us now—Percy Rockefeller and Michael Whelan, Gold Diggers extraordinary, who never follow a dead one. After clocking the crowd and a scientific survey of the field, made by expert merchandisers, accountants, actuaries and business psychologists, these two money-makers with the backing of two of the greatest interests in America—Oil and Tobacco—have thrown their hats into the retail drug ring.

Percy Rockefeller makes his bow through the National Drug Stores, a new chain which is opening up stores in the principal cities of the East, and Michael Whelan introduces himself through the United Drug Stores, another chain, following the plan of the United Cigar Stores Co., of which he is the organizing genius and sponsor.

Keep away from the digitalis jar and the bromides—there's nothing in this announcement that needs to give you a faint heart or rattle your nerves. Following the psychology of Big Business, the new chains will seek trade in the pathways and highways of Big Business, where the crowds radiate and the easy money flows—for the present, at least, it is said there will be no small neighborhood or small town stores.

The only ones likely to be hurt are the chain stores already established in the business and shopping sections of the big cities. Here the keener competition which the advent of the new chains will precipitate, it is expected, will develop a more intensive merchan-

dising spirit. This in turn will lead to more creative salesmanship and a more scientific effort to develop the "running mate" idea in salesmanship, to the end of increasing sales and profits. All of which will be generally good and wholesome for the drug trade as a whole, for salesmen trained along this idea in the chains will inevitably find their way sooner or later into the smaller stores and thus help to raise the selling standards in such of these stores as may be in need of better salesmanship.

For the personnel of their merchandising and technical organization, the National Drug Stores have drawn from the Liggett chain. R. B. Watley, president of the National Drug Stores, was formerly a financial officer with the Liggett chain, and a number of his associates in the new organization came from the same chain.

Associated with Percy Rockefeller in backing the National are said to be a group of powerful financiers, insuring the new company unlimited resources. For a number of years, the Rockefellers have been spreading their money and investing their surplus revenues in a great many lines outside of the oil industry, contrary to Carnegie's old dictum of "Keeping your eggs in one basket and watching the basket."

They are already said to hold a substantial block of stock in the Childs' Quick Lunch Restaurants, James Butler's grocery chain, and one nationally famous importing grocery house engaged in both the retail and wholesale business. The drug business, on investigation, looked good—why not *it*, too?

For the present, the National Drug Stores have no manufacturing department of their own, but this will come later and with it, probably, some plan along the line

Reprinted with permission from *Drug Topics*.

of the Rexall, so successfully developed by Louis K. Liggett.

Just now the National is busy seeking and fitting up stores in desirable locations. A number of these are already under way and each month will see additions to the number.

The plans of the Whelan chain of United Drug Stores will closely follow the merchandising policy which has achieved such signal results with the United Cigar Stores, with certain adaptations required for the drug trade.

In the cigar field, the United Cigar plan has been to lease a corner, after clocking its passing crowd, and then splitting up the space leased, keeping 30 per cent of it for its cigar store and subletting the remainder. On account of the larger number of items which it is necessary for a drug store to carry, the company will have to have more room than the United Cigar store, but space will be economized by a systematic organization of all the items in stock. Besides saving space, this system will be designed to expedite service—everything will be placed where it can be quickly reached. Every store will have a soda fountain service with lunch features.

To date a small number of these stores have been opened—ultimately they will be opened in every city in the United States of 100,000 or over.

Like the Liggett and the National Stores, the Whelan chain, it is reported, will be engaged in manufacturing.

Now here comes a serious problem, which outside manufacturers will have to solve. In manufacturing its own products—toilet goods and home remedies—the purpose of the chain is obviously to push its own goods. Employees are schooled to push house products, and sometimes are paid an extra commission on such sales.

With one big chain engaged in encouraging the sale of its own products, the outside manufacturer's effort to combat it is difficult; with three big chains doing the same thing, the problem of the outside manufacturer becomes

three times harder, because he has three powerful agencies instead of one working against him.

The answer to this problem, inevitably, is more advertising, and, to a large degree, more intelligent advertising than is used to-day.

There must be more real salesmanship in the copy appeal, more "reason-why" stuff—more meat, less gristle, bone and fat. The copy that shows a simple picture of the package and 30 to 40 words, containing the name of the product, followed by some spineless, bloodless twaddle, moistened with the sweat of the dead, won't get over. To *get across* the copy has got to do more than fix a name in the mind of the consumer, it must sell her—convince her that the product advertised is the exact thing she needs, so that when the nice young man in the store begins telling her about something else that he thinks is better than the thing she asks for, that she will be so completely insulated against his love vibrations that she cannot be switched—"Back, back, to the woods Claude, dear, I know what I want."

To accomplish this, the manufacturer who is wise, will henceforth take his advertising more seriously and use it to sell instead—as many now do—just to keep "our name before the consumer." He will put real salesmanship into his advertising.

Another thing—he will keep the trade in closer touch with what he is doing. One of the strangest and most incredible things to-day is the large number of supposedly enterprising manufacturers who never tell the druggist a word of what they are doing to aid him in selling their product.

#### Dalton Adding Machine Account With Jones Agency

The Ralph H. Jones Company advertising agency, Cincinnati, O., has obtained the advertising accounts of the Dalton Adding Machine Co., Cincinnati; the Cincinnati Ball Crank Company, manufacturer of machinery and automotive parts and accessories; and the George Wiedemann Company, Inc., Newport, Ky., maker of "Javo," a new soft drink.



I am the composite automobile advertiser.

I am strong for Baltimore because Baltimore is strong for me: 35,000 families own cars—one out of every four on a five-persons-to-a-family basis. In Maryland every fourteenth person owns a car. Building permits show Baltimore spent \$1,392,362 (contractors' figures estimated 20% under actual) on new garages during the first 11 months of this year. Baltimore is buying cars and everything that goes with them.

During 1919 I placed more advertising with the *Sunpapers* than with all other Baltimore papers combined—a preference clearly indicating the *Sunpapers'* lead in results.

Twenty automobile advertisers in Baltimore use the *Sunpapers* only—logically because

Everything in Baltimore  
Revolves around the Sun

# A New Selling Point Markets an Old Product

The Caribonum Company, of London, Entered a Crowded Market with a Writing Ink Sixty Years Old.

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

"**H**OW can you expect to do business in a thing like a writing ink?" asked a shareholder of the Caribonum Company, Limited, when the directors bought Field's Blue-Black ink in 1915. "The trade doesn't want another ink. Stephens' Blue-Black ink controls the market with its advertising. Azurite and Onoto Inks have tried it. Waterman's and the Swan people sell a little ink as a side line to fountain pens. There are a dozen unadvertised inks that a few people buy. The trade is cut to pieces on price. Dealers sell ink because they can't help it: they are not going to tie up money on a fresh line."

Nothing that the shareholder said could be contradicted. The ink business was cut to shreds: dealers were dissatisfied. The public either asked for Stephens' or did not care—any old ink would do. But the shareholder had not thought of one force which could be invoked—the certain power of good advertising to sell a good thing. By good advertising, the Caribonum Company put Field's Ink on the map, and by its trade policy it won the help of dealers. But the good advertising had behind it what is the basis of all good advertising. Long ago PRINTERS' INK printed an axiom which I have repeatedly said ought to stand in letters of gold before every advertising man: *It is important to find new and striking things to say in advertising any product. But the way to make good advertising is not to study new and striking things, but to study the product.*

When the Caribonum Company took hold of the Field's ink problem this is precisely what was

done by C. F. Clark, the managing director. Field's ink was sixty years old. The sale had stood at one low level for many years: but there was a certain public which insisted on Field's ink and no other. Why was this?

Mr. Clark found that these people bought because the ink had one quality distinct from any other ink in the market. You could stick a steel nib, or any other pen, into this ink and let it stay as long as you liked. Take it out, and it was as clean as when it went in—no corrosion and, if you had kept the dust out, no thickening. Apart from this, Field's ink was exactly like any other first-grade blue-black ink. In this respect it was different from them all, and, through its perfect fluidity, it was a superb fountain-pen ink. This property is the result of a manufacturing secret, bought along with the trade-mark. It has defied Government analysts and everyone else: and the secret is resolutely kept.

But the trade situation was difficult. Retailers, exactly as the critical shareholder had said, didn't want to have anything to do with another ink. They were fed up with ink. Stephens' ink was easy to sell: and they had plenty of others in stock, too, thanks.

## DRESSING UP THE PRODUCT

Clearly, consumer advertising was the only way out of this difficulty: and until consumer demand was created, dealers resolutely declined to handle the goods. The first step to consumer advertising was an attractive dressing. To give distinctiveness to Field's ink, the company put in its own glass-works and

## What Washington Sponsors the Nation Adopts

The producer with a new play selects the National Capital for its initial presentation—because Washington is the most representative city in the United States—and its people are truly representative of the entire country.

For that very reason a National Advertising campaign should logically have its start in Washington—and its results will be national in proportion to the results locally.

You cannot cover Washington without the Star—but you will cover it *thoroughly* with the Star alone.

"First of a thousand newspapers" is how a big national advertiser ranks the Washington Star.

Our Statistical Department will be pleased to cooperate with you in the compilation of any specific data that will assist in planning your campaign in Washington.

## The Evening Star.

WASHINGTON, D. C.

*Write us direct or through our*

New York Office  
Dan A. Carroll  
Tribune Building

Chicago Office  
J. E. Lutz  
First Nat. Bank Building

# "Never a Labor Trouble"

"OUR help have never asked or suggested any shop councils or any collective bargainings or have never apparently been willing to have any unions within their ranks.

"Many labor leaders have visited our plants and the honest ones say that we are doing for our help what they are striving to do."

*So writes H. B. Endicott, President of the Endicott-Johnson Corporation.*

In a series of letters not intended for publication, appearing by special permission in the December issue of *The Red Cross Magazine*, Mr. Endicott and his associates, George F. Johnson and R. L. Johnson, tell WHY "in thirty-six years there has never been the suspicion of a labor trouble" among the 15,000 workers of the Endicott-Johnson Corporation.

Not by collective bargaining, or profit sharing systems or stock-promise baits has this Corporation solved its labor difficulties, but—

Every reader of Printers' Ink who is interested in personnel problems or industrial relations should read these amazingly frank letters, published under the title of "The Valley of Fair Play" in the December number of *The Red Cross Magazine*.

# "Every Employee His Own Labor Leader"

And in the January issue of *The Red Cross Magazine*, Ida M. Tarbell tells what she found on her visit among the workers at this same Endicott-Johnson Corporation, in a straight-from-the-shoulder article entitled "Humans—90% Good," says Geo. F.

The Endicott-Johnson letters in the December issue tell the principles underlying the success of this \$40,000,000 Corporation in solving its labor problems. Miss Tarbell's article is the actual story of how those principles work out in daily practice in this plant where "every employee is his own labor leader."

And then read

## A Thousand Partners

by the owner of another big factory. He was an autocrat. And he found that while he had been away at war, making America safe for democracy, a new spirit had entered his plant, making it unsafe for autocracy. Read how he met his problems and conquered them.

All these articles are right in line with *The Red Cross Magazine's* new editorial policy of practical constructive "Better Americanism"—all point the way to a better understanding for better business.

### The RED CROSS MAGAZINE

(Owned and Published by The American Red Cross)

124 EAST 28th STREET

Chicago      NEW YORK      Boston

We will gladly send any interested Printers' Ink subscriber the December and January issues of *The Red Cross Magazine* containing these feature labor articles. With our compliments!

created a distinctive square ink-bottle of glass. It adopted a new neck and a cork which can be removed without difficulty. A new label was also designed with a lively little ink-devil as a mascot, the same figure being employed in every advertisement.

The Caribonum Company manufactures the biggest selling

which have ruled all the ink advertising. Full pages, half pages and full triple columns were used, with a larger number of half double-columns, in the principal dailies of London and of the nine provincial towns where the company has branches. The policy is to run a campaign over only about four months of the year. Between the purchase of the business in 1915 and the year 1919, five four-month campaigns have been used. The results have been uniformly successful.

Along with Field's ink a bottled mucilage, "Field's Gum," was acquired. It is treated as a side-line, paste having superseded mucilage for many purposes: but the name figures in a jolly little house-organ, issued to dealers and called "Inklings & Gumption." Dealer-helps in the form of pamphlets, hand-bills and showcards are also issued and are well used.

*Look at these pen-nibs!*

*Field's Blue-Black Ink never clogs.*

Look at these pen-nibs! The coarse one has been left in the ink-pot for a week. The fine one has been left in the ink-pot for a few days and compare it with a pen left in Field's Blue-Black Ink for the same time. The result will convince you so much that you will never use any ink but Field's.

Ordinary ink turns black and mouldy after it has been left in the ink-pot for a short time. Then you have to wash the pen and the ink-pot, and the ink-pot must be dried before it is used again. What nerve! Field's Blue-Black Ink never gets old or mouldy—always clean and bright.

Ask your Stationer for

# FIELD'S INK

In Home, Office, Store, Shop, Work, Workroom,  
Bistro, and in Cafeteria and Refreshment Room.

Manufactured by CARIBONUM COMPANY LTD., LETCHWORTH, Herts.

THE "HORRIBLE EXAMPLE" IS MADE THE MAIN FEATURE OF THIS BRITISH ADVERTISING FOR FIELD'S INK

carbon papers and typewriter ribbons, protected against price-cutting. These cost the consumer more than competing products and still outsell them. Price-protection was the policy chosen for the ink; but this did not win the dealers' suffrage until consumers converted the trade.

In conjunction with the company's advertising agency, Mr. Clark formulated the principles

fast cereal, pancake and buckwheat flours and patent wheat flours.

### Philippine Trade Seeks Aid of Chamber of Commerce

The Philippine American Chamber of Commerce has been organized at New York for the purpose of furthering commercial relations between the United States and the Philippine Islands. Its principal office is to be located at New York. Branch offices will be established later at various other cities.

PRINTERS' INK

*An*  
**ANNOUNCEMENT**

**BUTTERICK**

Effective with the issue of

*April, 1920*

THE WOMAN'S MAGAZINE

(Founded 1896)

will be  
consolidated with

THE DESIGNER

(Founded 1887)

¶ The consolidation of these magazines will make possible the continuation of the editorial features that have won the favor of their readers in the past and also make possible the addition of others in

*The New*  
**DESIGNER**

15 cents a copy  
\$1.50 a year

Circulation  
more than

**500,000**

In the advertising world  
The  
Delineator *and* Designer  
succeeds

The Butterick Trio

and continues  
the guarantee  
of a minimum  
circulation of

1,500,000

*Member A. B. C.*

BUTTERICK

# A Campaign Seeks to Introduce Liquid Soap in the Home

Makers of Sol Liquid Soap Look for Big Volume in Broadened Market

By Roland Cole

MANUFACTURERS of liquid soap have not paid very much attention to the home as a market. For many years it has been sold in bulk to large users—hotels, barber shops, office buildings, manufacturing plants, club houses, hospitals and public lavatories. The quality of the soap put out by some manufacturers of that article is excellent for the purpose, but hardly suitable for use in the better classes of homes. For one reason it has to be sold at a price which compares favorably with prices of cake soap in order to make good on the advertised claims of economy. The liquid soap with which the public has become familiar is somehow associated with the public wash room, and as good as it may be for that purpose, most people feel they would like something a little daintier for their homes.

Three years ago a young man went into the business of manufacturing liquid soap for so-called commercial use. Two years later the idea occurred to him that if people could be educated to use liquid soap while away from home, they could certainly be persuaded to use a better quality of soap at home. He reasoned thus: Every argument that can be urged in favor of it for use in public wash rooms applies with equal force to its use in the home. So long as more than one person has access to a cake of soap, there is the same danger of infection as if a hundred people used it. And why restrict its use to face and hands? If good for that purpose, why isn't it good for all personal toilet purposes?

He talked his idea over with his father, who was associated with him in the business. His sister, an interested listener to the conversation, then attending col-

lege, was appealed to for her opinion. She gave it—without hesitation. "You will never persuade women to use liquid soap," she said. "We despise it at college and always avoid it when we find it in public wash rooms. There is something about a delicately scented cake of high-priced soap that appeals to women and they will not give it up for anything so common as liquid soap." "But," said her brother, "there are the servants. You told me yourself about one of the maids who had eczema. How can you be sure she does not use your soap?"

And the sister gave up.

It was another proposition to convince the father. Already the factory was working to the limit of its capacity to manufacture the regular commercial article. He could not see the wisdom of putting out a new product for the home, an altogether problematical field, when the market for bulk soap was just beginning to show unlimited possibilities. So nothing was done. Meantime, the young man nursed his idea, and went to work on a formula.

At last a formula was worked out. The result was a liquid soap of selected ingredients and delicately scented. Experiment proved it might be safely used for all intimate personal requirements of the home, even for baby's bath. Nothing remained now but to manufacture it and offer it to the public.

This was in the fall of 1918. The influenza epidemic was at its height. The young man was stricken and died. But his idea didn't die with him.

Almost a year later, his father began to think again of his son's idea. He took it to an advertising man. What did he think of it? The advertising man saw the

possibilities. The problem of manufacturing was the first problem to solve. The father, S. M. Hexter, president of S. M. Hexter & Co., makers of Sol Satin linings, a business thirty years old, decided to adopt the new product as a member of his company's family of products, so the new liquid soap became the Sol Liquid Soap under the same trade-mark

new product with the least waste of time and money, the sales advertising plan comprehended the use of newspaper space in the dailies of Cleveland. At the same time a squad of salesmen called on druggists in the city and nearby towns. Orders taken were turned over to the jobber and filled through him. Following immediately on the steps of this firm move, the newspaper advertising was extended to cover the State of Ohio. The salesmen preceded the advertising territory by territory throughout the State.

#### PREPARING HOUSEHOLDERS FOR A NEW IDEA

The style of newspaper advertising used deserves notice. Two preliminary announcements are made, both four half-columns in size, teaser style, making no mention of product or firm. In fact, the copy consists of but two words, "Not This," on a background of illustration, showing a soap dish containing a sodden cake of soap with insects collecting about it. The second piece of copy, alike in size and style, shows the same unkempt cake of soap with a pair of hands making suds on of the soap and germs. "Nor This" comprises the only text.

The first advertisement appeared in Cleveland on December 2. The second ran December 4. On December 5 a full page told the whole story of Sol Liquid Soap under the caption, "But This," in which the handsome container appears in the place of honor on a lady's washstand. The copy deals interestingly with the three big selling arguments why liquid soap is superior to cake soaps, the sanitary feature being given most prominence, while convenience and

LIQUID SOAP FOR THE HOME IS BEING INTRODUCED BY  
NEWSPAPER COPY LIKE THIS

as the Sol Satin linings. A portion of the factory was set apart for the manufacture of the new soap.

A good deal of thought was given to the package. A glass container of attractive shape, convenient to the hand, 8-ounce size, was designed, and put up in a pasteboard carton printed in distinctive style and colors, calculated to get attention on the dealers' shelves.

In order to merchandise the

# PURPOSE

**SUCCESSFUL FARMING**  
is built to render  
**PRACTICAL** service to  
real farm families in the  
great food producing  
heart of our country

*Editorial Department*



**SUCCESSFUL FARMING**  
E.T. MEREDITH, Publisher  
DES MOINES, IOWA

economy follow. The distinctive merits of Sol soap are given a large place in the lower portion of the advertisement and a point made about its use by particular people. If there is a new note in the copy it is the line, "It gives every member of the family an individual and exclusive soap service." Another line reads: "The whole family can use the bottle; only one person can use the soap."

Following the full-page announcement, a series of quarter-page advertisements bears such heads as "Ah, This Is What I Call Clean Soap!" "Why Do Physicians Shave a Cake of Soap Before Using It?" One entitled "The Flaw in the Diamond" compares a beautifully appointed bath room to a diamond and refers to the used cake of soap as the "flaw."

The advertising campaign, at present, comprehends only the use of newspaper space. Window cards for the dealers illustrate the package and show the soap in use. The State of Ohio will be thoroughly covered first before the campaign is extended to other States.

The public in the beginning was slow to take to liquid soap. The life-long acquaintanceship with soap in cakes made many people suspicious of soap in any other form. Even after barber shops began to use it, many customers kept a private cake of soap in their kits. Then suddenly the opposition to it began to break down and now the public is accustomed to finding it almost everywhere they go except at home.

The time seems to be ripe to introduce it in the home. The campaign described in this article should put it there.

Now, how about a campaign to introduce the regular commercial grade of liquid soap in the kitchen, for washing dishes, cleaning windows and woodwork, and even for washing clothes?

The sales of Montgomery Ward & Co., in 1919, aggregated \$97,500,000, as compared with \$76,000,000 in 1918. December sales showed an increase of 35 per cent.

## Retail Jewelers Do Not Understand "Selling Expense"

"Selling expense" seldom means the same thing to any two retail jewelers, the Harvard Bureau of Business Research has found.

This Bureau, in co-operation with the American National Retail Jewelers' Association, has undertaken an investigation of operating expenses in the retail jewelry business.

In its preliminary investigation the Bureau has found that not only is "selling expense" misunderstood by the retail jeweler, but also that "many have accounts that are by no means complete."

"Some proprietors," it reports, "include in their expenses salaries for themselves; others do not. One includes, in expense, rent for the store that he owns; a neighbor does not include rent in expense. Some retail jewelers take inventory once a year; others less frequently."

## Press Congress Will Meet in Australia

The Press Congress of the World will meet in Sydney, Australia, next October, according to an announcement made by Premier Holman of New South Wales. Assurances of participation have been received by the Premier from Europe, the Far East, and North, Central and South America.

The delegates to the congress will assemble in Sydney about October 15, and the first meeting will be held on October 21.

## Two New Accounts With Canadian Agency

The American Pad and Textile Company, Limited, Chatham, Canada, and the Ontario Association of Architects have put their advertising accounts in the hands of the Advertising Service Company, Montreal. This agency has obtained the services of Colin Harris, who, during the last six years, has been advertising manager of Henry Birks & Sons, Limited, Montreal.

## Miss M. S. Harris Leaves Hoyt's Service

Minerva S. Harris, who has been manager of the contract department of Hoyt's Service, Inc., New York, for the last year and a half, is now associated with Weil-Biow-Weill, of the same city. Miss Harris was formerly connected with Sherman & Bryan, Inc., New York.

## B. B. Gray in Portland Advertising

B. B. Gray, formerly head of the Gray Advertising Agency, Seattle, has been made advertising manager of H. Liebes & Co., women's specialty shop, Portland, Ore.

P  
JUN



Painted by Frank B. Hoffman

# Prophetic Vision

in Advertising is reliable only when based on demonstrated past performance. What we have accomplished for our clients through the power of a Dominant Advertising and Merchandising Idea is an open record of results.

The time-honored rejoinder, "But my business is different" is the clue to *your own* opportunity. It is because your business is *different* that you can make your advertising *stick out* with a Dominant Idea campaign.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Ideas in Advertising.



**M. JUNKIN ADVERTISING COMPANY**

CHICAGO •  
55. WABASH AVE.

NEW YORK •  
450 FOURTH AVE.

CLEVELAND  
NEWS LEADER BLDG.

# Bulwer-Lytton forerunner of Poiret.

*The secret of fashion is to surprise and never to disappoint.*

—Bulwer-Lytton.

"To surprise and never to disappoint."

How well that epitomizes the spirit of the great modistes of today.

And how well it equally reflects the dominant note of Good Housekeeping's fashion pages.

The fashion department of the average publication succeeds only too well in surprising. And doing little else. Where Good Housekeeping feels that it is succeeding is in the sanity of the fashions anticipated by it.

Of the total number of pages which Good Housekeeping devotes to service, 27 per cent are given over to fashions, to the art

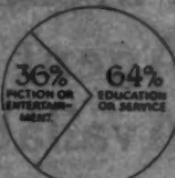


of dressing well, dressing correctly, dressing sanely.

These fashion pages, ranging in number from 12 to 20 each month, are as fine as they can be made by the Publishers. The styles are new; they are practical; they are available.

Edited in New York by Miss Helen Koues, assisted by Anna van Campen Stewart in Paris, illustrated by drawings which avoid sedulously any trace of the freakish or bizarre, these pages represent for the American woman a definite note of authority.

These fashion pages are not what you think they *were*—or what you think they *are*. They are—what they are! To get at the truth immediately, ask your wife.



ANALYSIS OF EDITORIAL PAGES



ANALYSIS OF SERVICE DEPARTMENTS

# Good Housekeeping



# Purchasing Agent Available

The advertiser is 31 years old, and is now Assistant Purchasing Agent for one of the largest corporations in the United States.

He has had ten years of general purchasing experience, the last five years devoted particularly to stationery and printing.

His reason for wishing to make a change is the lack of opportunity for advancement in the present position.

**Address H. L.  
Box 135, Printers' Ink**

# Dodging the Dilemma of Trade Name Translation in Latin America

Some Advertisers Have Found It Wise to Stick to the Original Company Name

THE simple way of solving the problem of trade name translation in Latin America is to "say it in English." It is a formula sponsored by Sebastiao Sampaio, Brazilian Consul at St. Louis. He declares that this recipe may be adopted for catalogues and advertising matter in general.

The formula that puts English as a first choice in this connection is so simple that one is inclined to be suspicious of it, and yet Mr. Sampaio justifies the selection by thoroughly simple reasoning. His logic is that good English is better than an indifferent translation. It is a mode of procedure which naturally suggests itself to a Brazilian, because Brazil has for years past had far more intimate trade relations with Great Britain than with Spain, and virtually all business men in Brazil are sufficiently familiar with the English language to comprehend advertising messages unless of a highly technical character.

Various United States Government officials at Washington, whose duties encompass the encouragement of trade with Latin America, admitted, when PRINTERS' INK brought the Sampaio recommendation to their attention, that there was much to be said for this policy, especially in so far as the advertising of American firms whose appeal is to the educated and commercial classes is concerned. Even the specialists who do not follow the Brazilian Consul all the way in his recommendations are willing to subscribe to the theory that, in the case of trade names, there is much to be said for an unwavering allegiance to an established name in English, rather than an

attempt to translate that name into various languages and dialects.

Ever since Latin-America was thrust into the limelight as the logical overseas market for the surplus products of American factories, manufacturers in the United States have been harangued on the importance of "good" translations. All sorts of dire consequences have been held up as the penalties for deficiencies of translation and "horrible examples" of meaningless trade names have been cited, in cheerful disregard of the fact that some of the supposedly unethical trade names, such as "Walk-Over," have overcome any theoretical handicaps.

## A SINGLE TRANSLATION WON'T ALWAYS DO

Adding to the perplexities of the advertiser has been the discovery that no one given equivalent for his trade name, however excellent or accurate, will suffice for the cosmopolitan markets of the other Americas. It is revealed as not merely a case of finding a Spanish alternative for a trade name but of likewise discovering proxies in French and Portuguese. To make matters worse, there is, even within the Spanish-speaking areas, a total lack of standardization of technical terms, as was pointed out at a recent conference by Henry E. Coronado, of the Goodyear Tire and Rubber Company. He said that in some countries in South America a tire is designated "llanta," while in others the natives make use of the word "goma" and in yet others "neumatico" is the proper term.

The advertiser with modest re-

sources who has been irritated by the discovery that a word recommended for use in one country in South America is meaningless in certain other countries, need not fancy that his troubles would be ended if he had expert counsel. It is notorious that "translation bureaus" both in this country and in South America differ scandalously in their recommendations. The news that there are possibilities in the retention of the trade names already in use in the United States will, therefore, come as a welcome relief to many advertisers.

### Employment Managers' Course at Canadian University

THE Canadian Department of Labor and the Ontario Trades and Labor Branch have founded a training course for employment managers under the direction of the University of Toronto. The first classes were held during the month of September and had a membership of seventy-five drawn from all classes of industries. Thirteen students came from the Government Employment Services which have the major part of the big task of finding jobs for the returned men and are now turning their good offices to the assistance of civilian position and job seekers. The remainder came from various large manufacturing firms, department stores, printing companies, and from many educational institutions.

The course was divided into three main divisions: Personnel Management; Principles and Practice, Industrial Psychology; Economic Principles and Methods. The instructors included Lieut.-Col. John J. Coss of Columbia University, Dr. E. K. Strong of the Carnegie Institute of Technology, and Prof. R. M. MacIver of Toronto University.

The striking success of the course indicates that this subject will find a larger place in the

educational institutions and will have the support and encouragement of both the Government and the business interests. An organization, the Employment Managers' Association, was recently formed in Toronto. The main object of the Association is to alleviate the present unrest among the working class and to advance the interests of both the employers and the employed. There are fifty-three of these associations in the United States, but this is the first formed in Canada. The following are the officers of the newly formed association: President, C. H. Pringle, the Harris Abattoir Co.; first vice-president, H. D. Warren, Gutta Percha & Rubber Co.; second vice-president, W. L. Clark, employment manager Willys-Overland Co.; secretary, S. B. Heath, Hydro-electric Power Commission; treasurer, F. W. Allen, Consumers' Gas Co.

### Webb Addresses Washington Ad Club

Frank D. Webb, advertising manager of the Baltimore *News*, was the principal speaker at last week's meeting of the Advertising Club of Washington, D. C. He advocated a broader application of advertising to national and international affairs, and its expansion as an educational force. Mr. Webb urged that advertising be substituted for strikes, as being the cheaper, more businesslike and more effective means for enlisting public sentiment. He stated that when he sought the leaders of the mine workers in this connection he found that they had actually planned a national campaign—after the strike was on—but forbore from launching it for fear that it would be construed as contempt of the injunction. The statement was also made that a movement for a systematic advertising campaign to combat red activity was being started by the Baltimore Ad Club, which it is hoped will soon assume national proportions.

### Western Advertising Woman Comes to New York

Miss E. Sampson, of Denver, Colo., has located in New York, to do freelance advertising. Miss Sampson has had her own agency in Denver, has been connected with the Chapelow Advertising Co., Inc., St. Louis, and was at one time advertising manager of Daniels & Fisher, department store, Denver.

**SIR****Gilbert Parker's****Latest****"No Defense"**

starts in the February

**MUNSEY**

now 25 cents a copy

---

**Quality Circulation  
at a Quantity Rate**

---

**150,000—\$250 a page**

## How Selfridge Combats Charge of Profiteering

**First of All, the Real Facts Are Gathered and Then Presented to the Public in Understandable Fashion in Series of Newspaper Advertisements**

NO matter what professions are made to the contrary, many people will presumably not be persuaded that they are not the victims of profiteers who sell them living necessities. Every sincere effort to show them the truth, however, must have a beneficial effect. "Silence gives consent," and the retailer who takes no action to combat the accusations of his customers—verbal or implied—is weakening his own cause. Moreover, he is neglecting a means of strengthening good feeling among men and women upon whom he is dependent for his livelihood.

Manufacturers can give their retail customers assistance in the way of passing on the true facts to the ultimate buyers. It is an intricate subject, involving many phases of merchandising and economics, and the majority of retailers are not able to analyze the reasons that make it imperative for them to charge higher prices. They are more or less bewildered when confronted with higher prices they have to pay for the goods they sell, higher prices for sundries such as paper and twine, higher rent, higher wages and higher living costs for themselves and family. Consequently they would look with favor on real help from manufacturer or jobber.

A large retailer will have the facilities, no doubt, to present a strong case for himself without outside aid. The Selfridge department store in London, for example, has devoted six successive advertisements to acquitting itself of excessive charging. A brief analysis of the advertisements will help to show how this great British house—headed by an American—

is able to put up a defense that rings true.

In the first advertisement appeared a list of 250 items, including food, clothing and miscellaneous, with parallel columns showing current prices and those ruling a year before. Present prices averaged  $5\frac{1}{4}$  per cent lower.

A statement showing a steady decrease in the store's gross profits from 1913 to 1919 was given in the second advertisement, together with the reasons for increased cost of coal, wages, freight, supplies, etc.

In the third advertisement was explained in understandable fashion the element of risk involved in investing capital in a competitive business, and the action of competition in preventing excessive profits.

In the store's children's wear department, the next advertisement stated, gross profits had purposely been cut so low that actually there was no net profit whatever. This resulted in an enormous increase of sales in the department.

The story of the various phases which wool passes through from the sheep to the store's finished garment was the subject of the fifth advertisement. Obviously, this helped readers to see, to some extent at least, the "why" of high clothing prices.

In the last advertisement of the series a week's household budget was given, with adequate allowances for food, clothing and incidentals and the total was  $5\frac{1}{4}$  per cent (the figure given in the first advertisement) below that of a corresponding week a year ago.

The justification of present prices will vary with different localities and industries. To sift out the "reasons why" and then present them in understandable fashion for the enlightenment of the average person who knows little or nothing about overturn, overhead, etc., is a task that ought to attract somebody in almost any large organization. It is a task that would likely be amply rewarded in the resulting good will that would be achieved.



*Counsel, Art and Typography  
for Advertisers*

## PERLEY, BERTSCH & COOPER

"Why is it," said one of our clients recently, "that with your unequaled facilities for producing Illustrations, Designs and Hand Lettering, as well as Typography, your own advertisements contain neither Illustrations, nor Designs, nor Lettering?"

The answer is, that as designers of *complete* advertisements, it is our business to know when to use Illustrations, Designs, Lettering and Typography—and when not to.

One of the greatest advantages of producing all of these advertising elements in our own establishment, is that we are in a position to choose them disinterestedly, as well as combine them effectively.

59 EAST VAN BUREN STREET  
CHICAGO

If you haven't a copy of this folder showing samples of all the standard Westvaco Brands write your nearest distributor listed below.

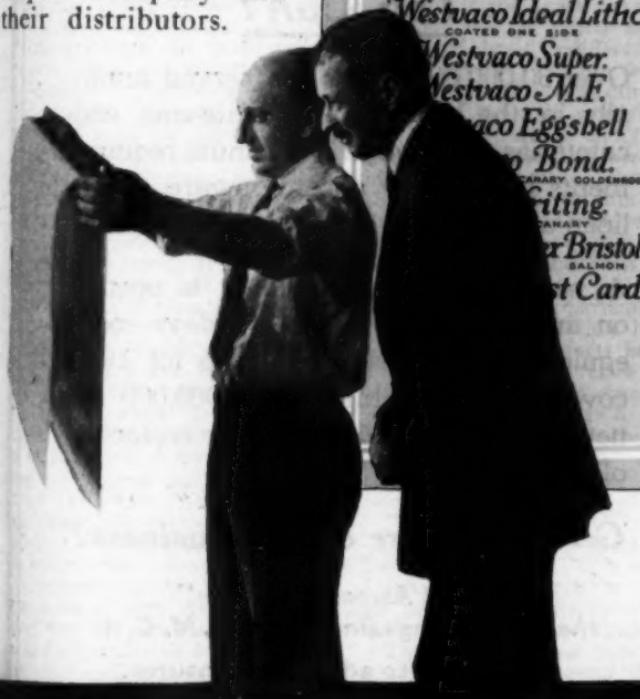


BOSTON . . . . .	The Union Paper & Twine Company
CLEVELAND . . . . .	The Union Paper & Twine Company
CINCINNATI . . . . .	The Chatfield & Woods Company
PITTSBURGH . . . . .	The Chatfield & Woods Company
BOSTON . . . . .	The Arnold-Roberts Company
PHILADELPHIA . . . . .	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	
NORFOLK, VA.	{ R. P. Andrews Paper Company
YORK, PA.	
NEW YORK }	The West Virginia Pulp & Paper
CHICAGO }	Company

**THE WEST VIRGINIA PULP & PAPER COMPANY**  
NEW YORK: 200 Fifth Avenue

THE conservative, standardized, uniform prices quoted in the Mill Price List and mailed nationally each month are based upon quality, volume and service.

"Uniformity, tonnage and turnover" is the slogan of The West Virginia Pulp & Paper Company and their distributors.



NA PULP & PAPER CO.

CHICAGO: 732 Sherman Street

## Hotel and Restaurant Supplies

You dealers in hotel and restaurant supplies would like to interest the purchasing agents of 2,700 clubs.

### You Can!

Over 30,000,000 meals are served annually in the Y. M. C. A. restaurants and cafeterias. Think of the annual requirements in crockery and glassware, silver, linen and kitchen equipment of all kinds.

A new Y. M. C. A. building is opened on an average of every five days—new equipment is necessary. Plans for 1920 cover the expenditure of \$15,000,000 for new supplies and \$6,000,000 for replacing old equipment.

***Get your share of this business!***

***Write "Association Men"***  
***the official magazine of the Y. M. C. A.***

**Our service to advertisers insures  
unusual results — Ask about it**

347 Madison Avenue  
New York City  
New York

Western Offices  
19 So. La Salle Street  
Chicago

# Space Buyers Should Be Publication Analysts

Cave Men Buyers Make Wild Salesmen

By a Publication Representative

JUST as Mr. Deute's article interested "Space Buyer" so did "Space Buyer's" article—"Cave Men Can't Sell Me"—sort of get under my skin.

Now I am one of the tribe of representatives. But I must admit that personally I can't tell in just which one of his different classifications "Space Buyer" might put me. And I am not worrying much. I am generally too busy trying to break down the barriers which so many space buyers erect around themselves. Sometimes I wonder, if, sub-consciously or otherwise, they are afraid to leave the gates open for other men's ideas. You see, something may make a revision of a schedule necessary and that takes additional mental energy. So does it take mental energy to listen to the stories of all the representatives who are legitimately entitled to a hearing and then to analyze them.

But wait! I didn't start out to knock space buyers, though I do get pretty hot under the collar sometimes when I bump into those who know everything there is to know about my publications and every other publication. For there really are "Cave Men" on the other side of the fence, too. What I am going to try to do is to analyze the relationship which at present exists between the space buyer and the representative, find out what is wrong with it and what can be done to better it.

There are several varieties of the space buyer.

There is the man who is always sending out word that he is very, very busy this morning—and will I please excuse him? Well, I call and call and at last when the list is all closed under lock and key he does condescend to see me

for just a moment to tell me the sad news. How he hates to do it! Of course, I haven't been idle while waiting to see him. Indeed not! Every fact with a bearing on the subject has been sent to him in black and white. And I'll bet anything that he paid as much attention to my letters as he did to me. For, you see, he knows it all.

There is the space buyer who does see me but greets me with a look of bored indifference accompanied by "Do you want to see me?" And the wealth of inflection in those six words! Now, to tell the truth I don't really want to see him and perhaps I ought to tell him so. But he is the man who has the fate of my publications in his hands, so I just try the best I know how to tell him the really vital facts about my publications in so far as they are related to the particular account in hand. I follow him up too with the same facts in black and white. But this fellow works along a cut and dried channel. I can almost pick his lists to a publication regardless of the business. Does he lack mental energy?

## VARIANTS OF GENUS CAVE MAN

There is the space buyer who immediately says, "Oh, yes; I know your publications. That's my job, you see. Really, old fellow, there is nothing you can do."

There is the space buyer who is always in conference. I wonder who does his work.

There is the space buyer who recognizes only those representatives who belong to his club or commute with him from Podunk-on-the-Hudson.

There is—but gosh the species of the above kind are so many that there isn't room to list them

all. So I'll content myself with just one more.

There is one kind of space buyer whom it is a pleasure to meet. But he is rare, very rare. Yet he alone atones for all the others. He is not young, either. All the others are. He has learned that progress is made by the exchange of ideas. He has learned that the way to get a new slant on his job is to give the representative every chance in the world to tell his story. He is a good listener, but he is no bored listener. He talks, too; but only to give the representative a better grasp of the situation so that he may bring out those points which tie up to the business under discussion. He is sympathetic and responsive. He concedes from the very beginning that the representative may know something about his publication which has escaped him as a space buyer. And conceding this he puts the representative on his mettle to prove it.

So, friend space buyer, don't be too harsh on the representative. He is a human being and perhaps you haven't been going half way with him. It is so easy to sit on your side of the desk and pick flaws. But remember that there are two sides to every question. Every effect has its cause and if there are so many representatives of the type you have mentioned, isn't it because there are too many of the types of space buyers I have mentioned? You are on the defensive and that makes you largely responsible for the tactics of our clan. If you are of the "Cave Man" type, you will create "Cave Men" representatives. Like begets like as a general rule.

Again, friend space buyer, you have a certain job to perform, and so has the representative. Your job and his job ought to dovetail and the human elements connected with them should work in that free and easy relationship which lays all the cards on the table. Then by an honest co-analysis the two may arrive at an honest conclusion. And the representative doesn't want business that isn't honestly his. Though being human, if you assume an antagonis-

tic attitude, his first reaction naturally is to try to beat you at your own game. Also, of course, he makes mistakes. But hang it all, so do you.

#### SUPERCILIOUS COURTESY IS MOST DISRESPECTFUL

You say that your organization has an unwritten law that all visitors shall be given courteous treatment. Yes, but is the courtesy extended passive or positive? There is a difference, you know. Passive courtesy throws a damper on anyone because it doesn't take much intelligence to feel its lack of depth. If you want to get the most out of the representative you must make him feel, not that you are consciously trying to live up to a policy of your house, but rather that you know he honestly believes he has something to tell you. And you will be surprised at the difference. But for goodness sake don't be superficially courteous while underneath is written plain as day, "Shoot, but I can pick to pieces anything you say." For by and by all representatives will reserve their "Cave Men" calls for you.

I wonder how many space buyers really read and digest all the periodicals they are supposed to pass judgment on. Very few I warrant. Of course they read some which they may personally like. Then they take it for granted that every other person must have the same likes and dislikes. How often have I heard a space buyer say "Oh, we don't like that publication, no one around our office reads it." He forgets that there are anywhere from 250,000 up who do read it and like it, and that these people are every bit as intelligent as he and really have been known to buy goods.

Of course I realize that a space buyer has a manifold job. He has to know something about all publications. He has to see that a list is so adjusted as to fit the appropriation and he has many other details to look after, one of which is to see representatives. So, giving the devil his due, I'll admit he is busy and perhaps has

# We Help—

—advertisers—we aid in securing distribution.

Many instances might be cited, but space will not permit. However, we will gladly give you complete details about our *service department*—just ask us.

*Remember*—South Bend, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in the country. In the heart of rich farming territory—of which the Michigan fruit belt is a part—South Bend is also the central and largest of a group of hustling industrial cities and towns—all covered by the News-Times.

In fact this big, balanced, growing market can be thoroughly covered only by the News-Times—17,000 circulation—morning, evening, and Sunday—practically no duplication. The News-Times guarantees that there is less than 100 duplications in the morning and evening editions.

*Let Us Send You News-Times Junior*

## South Bend News-Times

Morning              Evening              Sunday

J. M. STEPHENSON, Publisher

### Foreign Representatives

CONE, LORENZEN AND WOODMAN

Chicago    New York    Detroit    Atlanta    Kansas City

not the time to read each and every publication so as to keep abreast of it. But the good representative does and the others will if the space buyer begins to ask questions.

Also if the space buyer is alive to his job he can make himself more than a space buyer. Let him delegate his details to someone else. Then he can make of himself a publication analyst. This job would be just as big as it sounds. It would mean more than choosing mediums by a comparison of the first pages of the A B C statements and then choosing those which loom up biggest in bulk. It would mean more than trying to buy \$150,000 dollars' worth of space for \$100,000. In fact, he would be a big man with a far-reaching influence on the advertising profession. He himself would grow bigger, and, growing bigger, he would tend to pull those around him up to a higher level.

So, Mr. Space Buyer, instead of sitting on your side of the desk and picking flaws in representatives, why not create a new job for yourself? Make yourself a publication analyst and delegate the details. But in creating a bigger job for yourself don't forget that the type of representative you come into contact with is largely in your hands. Be human and make yourself receptive. You will gain and the profession as a whole will gain.

#### L. J. Hirsch With Bloomingdale Bros.

Louis J. Hirsch, who was at one time advertising manager of Park & Tilford, grocery store, New York, and who was recently assistant advertising manager of Gimbel Brothers, department store, New York, has become director of the advertising bureau of the Bloomingdale Brothers department store, New York.

#### David Schein With Beaumont "Enterprise"

David Schein has been made advertising manager of the Beaumont, Texas, *Enterprise*. Mr. Schein comes to the *Enterprise* from the copy and service department of the Atlanta *Georgian and American*. He was at one time owner of the Adcraft Agency, Nashville, Tenn.

## The Capitalists' Contribution

**T**HAT the capitalist and not the socialist is responsible for the forward movements that benefit mankind is the contention of James Schermerhorn, publisher of the Detroit *Times*. Mr. Schermerhorn voiced his ideas in an address recently before the Advertising Council of the Chicago Association of Commerce.

"Let us say to the man that brings the dream of fraternity and of equality, of owning and possessing and benefiting together, that there is a finer dream than that and it was written a long time ago," said Mr. Schermerhorn. "Before Marx there was a Messiah, and before the scheme of economic determinism which Marx, the great socialist, pronounced there was another process of friendship, tolerance and of equality and that was, 'All ye are brethren. Be kindly affectioned one to another, in honor preferring one another.'

"If you could bring the socialist ideal of comradeship, of tolerance and of equality to work, you could bring in even something much better because there is a finer conception of life than even share and share alike, and that is the conception of life of preferring one another, and to capitalism, sometimes much abhorred, and much condemned, we owe this process because capitalism through the bestowals of Carnegie or Frick, through the distribution of great funds, has gone further even than socialism and has preferred others, has contributed to others, has dissipated great fortunes for education, for help and relief to others."

#### Northrop Clarey Edits Standard Oil House-Organ

Northrop Clarey has been made editor of "The Lamp," house-organ of the Standard Oil Company, Bayonne, N. J., succeeding Victor Ross. Mr. Clarey, who was recently a member of the advertising department of the National City Company, New York, was at one time financial editor of the *New York Times*.

V. E.

FRAN

S

ROY

# Boy, What a Talking Point!

If YOU advertising-managed a product that had 3,000 voluntary letters of praise—what a talking point you'd make of it!

Realize how influential Drug Topics must be when we are ready to show you these 3,000 written bouquets that Jerry McQuade, its editor, has received *within a few years*.

Then listen to *these* points:

1. The largest circulation.
2. The lowest rate per-page per-thousand.
3. The only publication read by almost every jobber and jobbers' salesman.
4. Drug Topics publishes the programs of the three national drug conventions. All twelve time advertisers receive a free insertion in all of these issues.
5. Handy Printers' Ink slip-in-the-pocket size.
6. Most artistically printed book in the drug field.

*Forms close January 15th for the February issue.*

Write or wire nearest office  
for rates and sample copy.

# Drug Topics

The Magazine of the drug trade

89 Fulton Street, New York

*Jerry McQuade*, Editor

V. E. PRATT, Publisher      MARVIN S. SMALL, Business Mgr.

FRANK C. THOMAS, Eastern Adv. Mgr.      W. B. CONANT, Western Adv. Mgr.  
35 West 39th Street, N. Y.      Peoples Gas Bldg., Chicago

ROY M. EDMONDS, Southwestern  
Adv. Mgr.  
Arcade Bldg., St. Louis

FANNY FRANK, Pacific Coast  
Adv. Mgr.  
Los Angeles, Cal.

GEO. M. KOHN, Southern Adv. Mgr.  
«Candler Bldg., Atlanta, Ga.

# "A DISH IS A MEAL"

HEALTHFUL



INVIGORATING



# 'SA MEAL'

**J**HIS slogan has been adopted and will be used in the coming advertising campaign of our new cereal account.

The manufacturers of this new breakfast cereal are making a product that we feel is destined to create for itself an enviable position in the regard of the American public.

The fact that this food is so delicious and, being made of *whole wheat*, is so nourishing and healthful, gives every assurance of this opinion being correct. We are proud to add The Midland Cereal Products Company to our list of successful accounts.

***The J. A. Snyder Company***

**ADVERTISING**

CONTINENTAL AND  
COMMERCIAL BANK BLDG.



208 SO LA SALLE ST.  
CHICAGO

**P**ERHAPS the aims of the I. W. W. and the Communists have not been set forth more clearly by anybody than by John Reed, the Bolshevik writer and organizer, who right here in New York on April 7, 1919, held forth upon his "wheel of education" programme.

"**N**EVER mind the old men nor the middle-age men," he said. "And don't pay attention to the American citizen. Get the immigrant. Get them all. Organize them and teach them as you organize."

—N. Y. Evg. Post, Dec. 14th, 1919.

**F**IYE per cent of the Foreign Language Press advocate the use of the bullet rather than the ballot for bringing about changes that its following desire. Fifteen per cent is socialist and urges the ballot as the sufficient method for changing economic and political conditions which its readers oppose. Eighty per cent of the newspapers in this field are as conservative as the great majority of American publications.

**T**HE Translation Bureau of this organization keeps in closest touch with the developments among these papers. The Production Department is informed as to changes in policy. It gathers from many sources information regarding rates, circulation changes and general efficiency. It is prepared to furnish data on which advertising and marketing campaigns can be based.

**T**HROUGH the Service Department it is possible to prepare advertisements in the vernacular of 45 tongues, and to have them illustrated to the maximum of racial value. Advice and assistance in the preparation of follow-up material, catalogues, etc., is available without extra charge.

**T**HE sale of standard American goods to the foreign born is the most practical method of Americanization that exists. This specific market of over 8,000,000 readers has ample money to spend, and should be so accustomed to the use of trade-marked American merchandise that immediate influence in the right direction may be exerted upon the millions of foreign born yet to come.

**C**OMPARATIVELY few advertisers are as yet tapping the golden stream of high wages that can only be reached through the Foreign Language Press.

## THE AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS

(INCORPORATED)

RICHARD H. WALDO, Gen. Mgr.

Peoples Gas Bldg.  
Chicago, Ill.

Hicks Bldg.  
Cleveland, O.

Little Bldg.  
Boston, Mass.

Woolworth Bldg.  
New York City

# The Paragraph That Leads the Procession

Its Importance Lies in the Fact That It Must Neither Be Weak, nor Too Strong, Neither Negative nor Too Positive

By E. P. Corbett

IT is quite often impressed upon me, in the course of my work of writing letters, that it is indeed true that "a little knowledge is a dangerous thing." So many alleged correspondents seem to have caught the letter and not the spirit of the admonitions handed them as to how to write good letters.

For instance, there is the short paragraph. We all know that short paragraphs lighten up a letter, but that doesn't mean that matter which rightly should go in one paragraph must be broken up into paragraphs—one sentence to a paragraph. A short time ago I was requested to write a series of letters for a well-known concern, and of the series which was sent me to show what had been used, the smallest number of paragraphs was ten and the largest twelve to a page.

Think of the appearance made by the first page of a letter containing twelve paragraphs! These letters were all of two pages.

There is nothing connected in such a letter. The sales letter is a mail salesman. A letter such as this one might be compared to a salesman who delivered his message pantingly and in a series of wheezes.

Then there is the much discussed and often cussed first paragraph—the one that leads the parade—that is supposed to catch the attention of the prospect and hold it in a vise. Many letter writers seem to ruminate over all the experiences of a long life in order to select a phrase that will "knock 'em cold" in the first paragraph. The recipient opens his letter and its opening statement boldly challenges his credulity and provokes his disbelief.

This isn't saying that the first statement may not be absolutely

true, regardless of how eulogistic it is. But the point is that no matter how true one's claims may be, they are not yet proved to the prospect and if unusually strong they tend to arouse doubt as to their truth in his mind.

Several years ago I spent a winter in southern Florida. There was a boom on in fruit-growing tracts of land. The profits from a well-tended grove of grapefruit trees were actually in many cases enormous in proportion to the size of the grove. I remember that one man took \$1,500 worth of fruit in one season from a half-acre. As might be expected, there were a great many real-estate men in the locality. In their selling talk the case cited above was a high light. Only one man in the selling end refrained from using it. He told me that he believed it was better in this case not to tell the entire truth—to underestimate the pecuniary possibilities—because the truth was too good to be believable. This man was far more successful than the others.

## ON THE DEFENSIVE FROM THE START

When a letter starts in with a statement that challenges belief, a large part of the letter must necessarily be devoted to proving that the first statement is true. In other words, the letter becomes an argumentative effort directed towards overcoming in the mind of the prospect doubts raised by the letter itself. Instead of starting even, the letter has handicapped itself.

For several years it has been impressed upon us that we must always be "positive." This, too, has been overworked, in my opinion. It is well to be positive, within certain limits, but it is not

well to be so positive that the attitude is felt by the prospect. Too much assertiveness is bound to arouse antagonism and again we are tilting at self-created windmills.

The good salesman is well aware of the advantages of getting the prospect to agree with him as often as possible. Psychologists tell us of brain paths along which thoughts and decisions run. In hard cases, they suggest that the salesman get the prospect to do as he wants him to do in a number of instances such as handing him a pencil or a sheet of paper, etc. The idea is that a brain path is thereby formed of doing as he is asked, and that it is then easier for his mind to travel along that path and agree in more important decisions.

Now then, the question in the letter answers the same purpose. That is, providing it is a question that the prospect instinctively answers affirmatively in his mind. Having mentally agreed with the position taken by the letter, he is far more likely to maintain that attitude of agreement than he would be if the same thought was thrust at him in a positive way. An occasional question, in my opinion, has more positive effect than constant direct affirmation.

There is another point I wish to bring up. That is the letter that goes with a catalogue or booklet. I have received many letters with booklets and after wading through the letter I could see nothing to be gained by reading the booklet. The letter told it all. To be sure, it didn't tell it so well, but it told enough to spoil the booklet without itself doing the work of selling.

Why is it that people will spend good money to get out an attractive, convincing booklet and then accompany it with a letter that ruins its effect? The booklet is usually written and illustrated by high-class advertising brains. The letter is very likely written by an officer of the company who thinks he is "some letter writer."

I have a case in mind. Two letters were sent out to a list. Each

letter was accompanied by an attractive booklet which strongly presented the proposition. But each individual feature treated in the booklets was taken up in the letters. These were of two pages; absolutely uninteresting, a mere rehash of what was told far better in the booklets. If the prospect waded through the letter, his mind would be so fatigued that he would be in no condition to read the booklet.

In any case, he would feel after reading the letter that he knew all about the proposition. The letter was not strong enough to sell him and it said nothing that would make him eager to read the booklet. The natural result was that the expensive booklet was wasted. In my opinion, the sole purpose of the letter accompanying a booklet or catalogue should be to arouse a keen desire on the part of the prospect to dig into the latter. The letter is the "eye-opener," the appetizer. It refers to the goodies on the menu enough to stir up a sharp appetite, but it shouldn't pass out samples that take the edge off the appetite. My similes are a bit mixed there, but I believe my meaning is clear.

#### SHORT LETTERS AND SHORT WORDS

I want to speak of just one more thing—brevity. How many of us have been driven away from church because the minister took an hour or more to deliver a message couched in terms that required the closest concentration if one was to understand what he was talking about? And not being certain that the message was worth the mental effort, we played safe and stayed home and read the Sunday papers. Same way with many letters. They are long and involved. They employ words of three syllables when they should use words of two, and two when their meaning could be equally well expressed in words of one.

I once heard a great manufacturer talk to some of his men regarding this failing. He said that editors generally talk to one another in their editorials. They

# A Significant Fact

When fifteen out of nineteen different publishers who advertise in Detroit use The Detroit Free Press exclusively to put over their message, there must be some mighty significant reason why. And there is a reason.

There are no keener buyers of advertising space than publishers—they are "steeped" in their own business—they know accurately the relative value of different newspapers and spend their money accordingly. They make it their business to know what's what in any city in America before investing dollars in paid publicity.

The PREFERRED USE of the Detroit Free Press—particularly to the extent of 150% greater patronage—by American publishers positively is evidence conclusive that those advertisers who want to ACTUALLY REACH AND SELL the people of Detroit—who demand results from the dollars invested, come FIRST TO THIS NEWSPAPER.

## The Detroit Free Press

*"Advertised by its achievements"*

DETROIT, MICH.

VERREE & CONKLIN, Inc.

Foreign Representatives

CHICAGO

DETROIT

NEW YORK

use language that the man in the street cannot understand. Their meaning is cloudy and the very people whom they are trying to influence do not get it. He then went on to state that anything in the nature of advertising should be written so simply that even an ignorant man could understand it. Then there would be no doubt that it would be understood by the educated.

He insisted upon the necessity of using small words and short sentences—one idea to the sentence. Such writing does not look pretty—it is not literature—but, by the Great Horn Spoon, it puts over the message.

The short letter is a message in capsule form. It can be swallowed without effort. The salient points of the message stand out. As the prospect's eye glances over the short, simply worded message, his mind grasps its import immediately. He may not act immediately but the seed thought has sunk in the soil. The message has been received.

### Why Some Direct Advertising Fails

**POSTAL** authorities believe that direct mail advertising would be far more efficient and resultful if the senders would remember that the postoffice is not a detective agency and that a two-cent stamp is not equivalent to a search warrant.

"The idea seems to prevail among many people," says Le Roy T. Steward, superintendent of delivery in the Chicago postoffice, "that the postoffice is personally acquainted with the citizens of a city or village and that it knows where they reside or transact their business. So it has come about that the sender of a letter, from thoughtlessness, carelessness or indifference, or from not being sure of the exact address, in many instances, has fallen into the habit of addressing mail to the city or town, saying to himself, 'The post-office will know.'

"Therein is the fallacy. The postoffice knows nothing of the intentions of the sender of the mail, beyond what is stated in the address. In recognition of the fact that thousands of persons have not at hand the necessary information to permit the accurate addressing of the mail, it has been a part of the treatment given, generally speaking, to first-class mail, to look up the person for whom the mail is intended in the directory and supply the correct address. This has, seemingly, encouraged the careless addressing of mail until a large number of persons have become indifferent to the manner in which they address it and say to themselves, 'The postoffice will find him.'

"It is not the business of the postoffice to look up the addresses where the sender of the mail knows or can learn the exact address of the person for whom the mail is intended. In the great majority of cases where the address is incomplete the person who wrote it has available the same sources of information the post-office possesses. It is a rank imposition to pass such work on to the postal authorities. In commercial correspondence, at least, it is seldom that there is not a letter, billhead, or similar matter which the sender of the mail can refer to for the accurate address.

"Hundreds of firms omit the street address from their letter-heads and this is one of the main causes of the incomplete addressing of the mail. Again, firms in other cities will send at one time thousands of pieces of mail incompletely addressed and rely on the postoffice here to supply the necessary street number or other information for the carrier. It never was intended that the post-office should do such work."

---

### Briant Sando With Hibben, Hollweg & Co.

Briant Sando, recently manager of advertising for the Gibson Company, Indianapolis, is now manager of advertising and sales promotion for Hibben, Hollweg & Co., wholesale drygoods and notions, Indianapolis.



Mental concentration conquers difficult problems; military concentration achieves victories; concentration of power anywhere always triumphs over diffusion of effort.

This fundamental principle does not stop working when it comes to advertising.

The good Business Paper gathers material from many sources and focuses it on interested readers only—the most perfect example of concentrated, wasteless advertising power.

All Business Papers are good, but some are better than others. The phrase "Member of the Associated Business Papers, Inc.," means proven circulation PLUS the highest standards in all other departments.

## THE ASSOCIATED BUSINESS PAPERS, Inc.

*Jesse H. Neal, Executive Secretary*

Headquarters      220 W. 42d St.      New York

---

---

# Kalamazoo—

the heart of the paper making industry, is the home of Bermingham & Prosser Co.

Raw materials, skilled help, proper power and other facilities—all the elements that go into paper-making are here concentrated.

As for shipping facilities—Kalamazoo is particularly advantageous. It enables us to serve Eastern and Western advertisers with equal dispatch.

SERVICE, though an overworked word, is one we like to use, because it really expresses a distinguishing feature of this house.

What can we do for you in the way of samples, dummies or quotations on your requirements?

*Please communicate with nearest branch*

## BERMINGHAM & PROSSER CO.

*Coated, Book and Offset Papers, for  
Mail-Order, Process and Quality Work*

KALAMAZOO

CHICAGO

NEW YORK

# Beaver Board Broadens Dealer Electro Service

Wins Advertising Support Never Before Afforded

By L. H. Harvey

HOW can the national advertiser who furnishes newspaper electros to the trade increase the dealer's interest in this service?

That is a knotty problem for many advertising departments. Most dealers naturally are not able to differentiate between good or bad electros. Increasing the quality of the electros through higher class illustrations and copy after all seems to make little impression. Neither will frequent and elaborate mailings arouse that response for the electros that such efforts would seem to warrant.

However a plan that has been in practice for some two years by the Beaver Board Companies is making marked progress in stimulating Beaver Board dealers to use more newspaper space. It is a simple idea—give the dealer electros that represent his entire stock, not just Beaver Board or any other one product.

Practically all manufacturers of nationally advertised goods offer newspaper electrotypes, mats or suggested ads to their trade. Naturally these ads are for particular products rather than ads for the dealer's entire business. That is their one drawback—a dealer would often like to do some advertising and would be willing to give nationally known brands as much prominence in the ads as they play in his business. But the dealer is not in a position to do this and he can't very well adapt any of the manufacturer's stock electrotypes to that purpose.

For years the Beaver companies followed the plan used by most advertisers and offered their trade electros that tied up local with national advertising. While

these ads were used by a number of the more progressive dealers they were never requisitioned by as high a percentage of the trade as was desired.

The sales and advertising executives of the company held a meeting one day to discuss this phase of their co-operative service and the sales manager suggested "Why not get up an ad that will cover all factors in a lumber dealer's business—feature roofing, shingles, flooring and other building products as well as Beaver Board? Present a dealer's business in a broad way—the way to make his townspeople appreciate the general building service he can render."

#### RESPONSE WAS IMMEDIATE

Accordingly the next electro mailing to the trade contained a so-called "general dealer ad" along with the usual tie-up electros. The response was much better, dealers asking for the general ad who had never before used the electro service. In analyzing the returns it was gratifying to note that in most cases these dealers also asked for Beaver Board ads although they had never done so until the general advertisement was offered.

The greatest justification for the plan came last spring when a special "Build It Now" campaign was offered to the trade. This campaign was made up of eight general ads so arranged as to give no indication that they were originated by the Beaver companies. They had the appearance of being exactly the type of ad that an experienced advertising dealer would prepare. Beaver Board was mentioned in the copy but only in an incidental way.

The campaign was especially timely inasmuch as building material dealers the country over were endeavoring to get building under way and the public was holding back anticipating a drop in prices. The Government also had been advocating home building, while lumber associations were co-operating wherever possible.

The response for these ads far exceeded any similar campaign. In most cases the entire series was ordered and hundreds of dealers used these advertisements who had never advertised before.

When a dealer uses a manufacturer's ad that promotes the sale of only the manufacturer's product, the dealer can't help but feel, no matter how much business it brings him, that he is spending his money to further the interest of the manufacturer. But when the manufacturer offers him a campaign of general interest in which the manufacturer's product is subordinated, the dealer feels that the manufacturer has gone out of his way to help him.

The electro service then becomes a good will builder—a feature that helps to cement the relationship between dealer and manufacturer. Beaver Board salesmen have been able to capitalize on this service to a considerable degree with both the active and prospective trade. It enables them to point out that their company has been helping to stimulate general building business and to work with the dealer in a broad-minded, unselfish way.

An interesting sidelight on the value of this service is the amount of editorial comment it has developed in the building publications and lumber trade journals, more than a dozen of these papers having made prominent mention of this service. At the last national convention of retail lumber dealers at Chicago this service was alluded to by several speakers as a practical example of the kind of effective

help manufacturers could render to the trade.

Offering these general dealer ads, of course, has necessitated an increased expenditure for electros but it has also led to more dealers appreciating the value of the Beaver Board electro service than could probably have been developed in any other way.

The trouble with most dealers is that they do not really appreciate what local newspaper advertising can accomplish in moving their stocks. General aids of this nature will prove what can be done through newspaper space. Then the dealers feel able and willing to take the next step and use more electros that promote the sale of some specific product.

In other words it would appear that the manufacturer must first educate the dealers to the general value of newspaper advertising before the dealers can be expected to warm up to the proposition of spending their own money to advertise the manufacturer's product. Lead the dealers through this process and you will eventually find them using electros that sell specific products as well as the general ads.

#### American Sugar Company to Make Employees Stockholders

Another national advertiser, the American Sugar Refining Company, New York, "Domino Cane Sugar Products," has formulated a plan whereby its employees may become stockholders.

Under the plan announced its many thousand employees may now purchase the company's preferred stock on easy payments extending over two years.

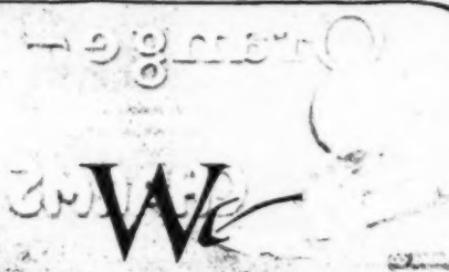
The announcement of this plan brings the information that more than \$500,000 has been paid to employees under the pension plan, which the company was one of the first to adopt, and nearly \$60,000 to beneficiaries of employees under the \$5,000,000 group insurance policy taken out just a year ago.

#### Miss Celia Smith Succeeds J. L. Truax

Miss Celia Smith has been made assistant secretary and supervisor of service of the Typothete-Franklin Association of Detroit, succeeding J. L. Truax. Miss Smith has been with this organization for a period of one year.

THE  
2 Ea

N.Y.



To see in a flash just what makes an illustration a successful part of an advertisement—to have an unfailing instinct for good taste and style—these are the fundamental qualifications of a successful art production manager.

Our own artists tell us that these qualities are found to a superlative degree in Mr. Welanetz—our able critic and court of last resort.

With the wealth of well-known artistic talent located here, supervised by such ability, nothing is left to speculation or chance.

Which is probably the foremost reason why you can use the services of this Company to great advantage.

**THE WELANETZ COMPANY INC.**  
2 East 23<sup>d</sup>. Street      New York City

PRINTERS' INK



# CHARMS

THE Charms cards reproduced here picture are now famous Eleven Luscious Flavors just increased to such proportions as to almost challenge the Street Railways Advertising Co. for credit this campaign.

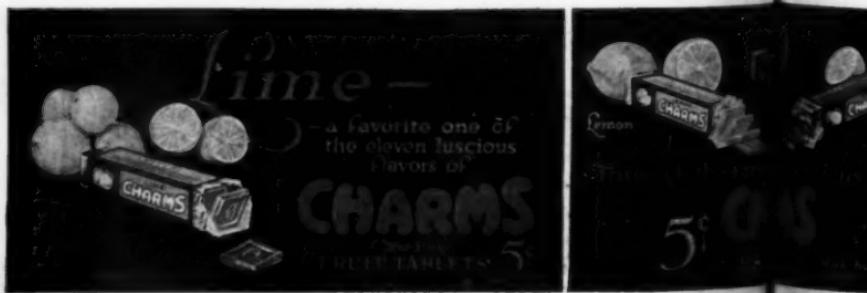
Street Cars have formed the backbone of Charms like Chicago, for instance, no other menu been

If you have a product with the right message and constant reiteration of Street Advertising message widespread public consciousness of your Message we will help you get it.

## STREET RAILWAY ADVERTISING

CENTRAL OFFICE  
Berland Bldg., Chicago

HOME OFFICE  
Candler Neck, N.Y.



PRINTERS' INK

111



CHARMS

herein are from the series featuring the Flav' just a few months this business has so almighty belief. Credit is due to the staff ing Co for creating the advertising basis for

ckbone Charms advertising. In some cities  
er means been used.

at Man will find the *preponderant circulation*  
et Cuts most effective in establishing a  
of youage. If you do not have the Right

LWA DVERTISING CO.

HOME  
andler New

WESTERN OFFICE  
Monadnock Bldg., San Francisco



CUTS BY NEW CENTURY COLOR PLATE CO. N. Y.



The W. O. Floing organization has always held fast to two simple principles.

One is that art is art, the other that business is business.

In the direction of artists we have always insisted that their work shall be subordinate to the agency's and the advertiser's analysis of the practical aims of the advertiser's business.

**WILFRED O. FLOING COMPANY**  
1316 *Garland Building*  
CHICAGO

---

An I  
the

W

one  
vious  
come  
and  
and

A

show

room

verwa

tempe

ufactu

ment

seems

and h

metho

occur

of inv

far—a

Yet

hygron

tant f

profita

Taylor

that it

druggi

ware n

playing

big wa

They

store,

tain th

at them

It w

vince th

he sho

show w

interest

his acq

to devi

plays to

Design

in wind

to creat

gestions

put in

rated i

and in

"The T

So ca

grams m

# Turning Show Windows into Weather Bureaus

An Innovation, Worked Out in Collaboration with the Dealer, Whereby the Taylor Instrument Companies Secure Display for Their Goods

By Harvey L. McCreddie

WHEN a manufacturer puts out a very small article, and one that does not permit of obvious display, even in bulk, it becomes necessary to think out ways and means of forcing attention and dealer interest.

A jeweler will always give up show cases and show window room to clocks, watches and silverware. But when it comes to temperature instruments, as manufactured by the Taylor Instrument Companies, the merchandise seems insignificant to the dealer, and he is not inclined to invent methods of exploitation. It doesn't occur to him to do so. His powers of invention do not carry him that far—and he admits it.

Yet thermometers, hydrometers, hygrometers, etc., are all important factors in life and prove a profitable line to handle. The Taylor advertising staff has found that it must make the optician, druggist, jeweler and the hardware man see the wisdom of displaying these small articles—in a big way.

They are kept in cases inside the store, where it is not always certain that customers stop and look at them.

It was finally decided to convince the dealer that, on occasion, he should give over the entire show window to these unusual and interesting goods. But to gain his acquiescence, it was necessary to devise sufficiently striking displays to warrant the idea.

Designers who were specialists in window dressing were employed to create a series of novel suggestions, and these, having been put in plate form, were incorporated in special correspondence and in the monthly house-organ, "The Tycos-Rochester."

So carefully were these diagrams made that any dealer could

rig up the window himself. It is characteristic of every window that, while advertising thermometers, they prove a drawing card for the entire store; in fact, dealers have written in, admitting that the schemes, when worked out, attracted far more attention than the ordinary window dress.

## SELLS BAROMETERS TO FARMERS

One chart is addressed to farmers, in territories where this class predominate. The farmer is, of course, affected by weather conditions and it is highly necessary for him to keep track of temperature and the promise of quick climatic changes.

In the centre of the window was grouped a churn, hay fork, milk bucket, paint can and other articles, while on either side various types of barometers were placed, together with such printed signs as: "Plan Your Work by the Weather," "They Tell You Tomorrow's Weather To-day," and "Accurate as They Are Attractive."

The barometer is most serviceable on farms, and is really an indispensable instrument.

There are also special Tycos Fever Thermometers featured in the window display. Cut from cardboard, of sufficiently large size to reach from top to bottom of the window, is an immense black question mark, while, across it, in a panel, is the question, "Feel Feverish?" Smaller placards carry the message that this type of thermometer is used in case of sickness and is indorsed by all physicians. In commenting upon the display, the advertising department says:

"This window trim should be a strong factor in pushing the sale of fever thermometers for you. It is simple in construction and de-

livers its arguments forcibly. The question mark and tickets are made of colored cardboard and fastened against the window background, while actual fever thermometers appear below. No window gets attention more quickly than one that warns of a present need. Householders are being educated to the "have a thermometer of your own" habit. The only time a thermometer of this kind is seen in many homes, is when the doctor brings one."

Still another winter and sick-time window display introduces a regulation red-glass trainman's signalling lantern, with a red flag thrown across it. The painted sign reads: "Sentinels of danger." The public is told that "fever warns you of approaching illness" and "Have your individual fever thermometer just as you have your individual tooth brush," the inference being that the physician's instrument is a little too generally relied upon.

#### WHO IS NOT INTERESTED IN WEATHER FORECASTS?

There is a Tycos Stormograph barometer, by which anyone can tell what will happen to the weather during the twenty-four hours to come, and a window trim has been suggested to excite curiosity regarding this instrument. The backdrop is a piece of dark cloth, upon which storm clouds and flashes of lightning have been painted. On a raised plush pedestal stands the cyclo-stormograph and different sizes of barometers for home use. The passer-by is almost certain to stop and look things over for his curiosity has been aroused—and everyone is always interested in weather conditions.

But these windows prove that even the smallest article can be pushed up to the front, if someone takes the problem in hand and wills it to be. The dealer himself is willing to be shown.

A very clever series of newspaper weather strips forms a part of the thermometer tie-up, and is for use in local newspapers at the same time.

For this purpose, an attractive little character has been devised,

known as "Miss Weather." She appears in one-column space, in the corner of every advertisement—a chic lass in white fox furs, who is ready to give you the weather conditions, together with short bits of climatic information.

"Miss Weather" says, for instance:

"A change of sixty degrees, Fahrenheit, in twenty-four hours has been known to occur in this country. A Tycos thermometer should be in the living room of every home and an outside thermometer at the window, to show the comparison of indoor and outdoor temperatures."

"If the barometer and thermometer both rise together, it's a very sure sign of coming fair weather. You needn't wait for the newspaper reports if you have a Tycos thermometer and barometer in your home. Foretell your own weather. It's much more satisfactory."

"When the glass falls low, prepare for a blow. When it rises high, let all your kites fly. A Tycos thermometer and barometer in your home is the best guide in preparing for fair or foul weather."

In some cases, the dealer, using these cuts every day in his newspaper, managed to have inserted, as well, the daily weather report as an added attraction, although never losing sight of the fact that people should have their own weather bureau plants right at their elbows.

---

#### Martin Prehn, Production Manager, Bush Service

Martin Prehn, recently an account manager at Frank Seaman, Inc., advertising agency, New York, and who was at one time a member of the copy department of Blackman-Ross, Inc., advertising agency, New York, is now production manager of the Bush Advertising Service, Inc., New York.

---

#### Chicago Business Paper Appeals Edmund H. Emory

Edmund H. Emory, formerly associated with various New York, Chicago and St. Louis newspapers, has been appointed advertising and service department manager of the *Retail Coalman*, Chicago.

## 2-FISTED CO-OPERATION

The BOSTON AMERICAN has *two* effective methods for obtaining advertising results.

The *first smash* is by the display advertisement *fist*.

The *second smash* is by the Merchandising Service Dept. *fist*.

The public is the "victim" of the "assault" but is bound to be generally benefited by this 2-fisted publicity attack.

The Boston American does *not* simply introduce new goods into the New England Market, it helps to locate agencies, to display the actual product in show windows, to further the acquaintanceship of the goods with the public by reproducing clever advertisements, writing "boosters" and showing the new sales force in the well-known Grocer, Tobacco and Druggist Links.

New England is a *good* field—get best results in this field by employing the

### 2-FISTED CO-OPERATION

*of the*

**BOSTON AMERICAN**

*Largest Evening Circulation in New England*

## A Shoe Company's Profit-Sharing Plan

**H**OW a man can earn a snug fortune of something over \$7,000 in twenty years, in addition to his regular wage or income, yet never having to deposit to exceed \$1.00 per week, is told in a recent pamphlet issued to the employees of the Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis.

The plan is one of the many benefits employees obtain from the management, for which nothing is asked in return except that such plans engender loyalty among the employees.

The savings plan is very simple. Any employee is eligible to join the Employees' Saving & Profit Sharing Fund. There is no advance fee of any sort. Whenever an employee joins, he or she obligate themselves to deposit not to exceed 5 per cent of the salary each week in the fund.

At the end of the year the company puts into the fund as a bonus 25 per cent of the net earnings of the company. During the past two years this has amounted to a little more than \$2.00 for every \$1.00 deposited by the employees. The fund thus obtained is invested in preferred stock of the Nunn, Bush & Weldon Shoe Co., which pays 7 per cent dividend.

A practical instance is afforded by a boy of 20 years of age, who is learning the cutter's trade. His salary is \$20.00 per week. He deposits \$1.00 per week in the Savings & Profit Sharing Fund, which amounts to \$52.00 per year. By the time he is 40 years of age, he will have actually deposited \$1040 in the Savings & Profit Sharing Fund, but, based on the company's past donations to the fund, he will receive \$7,181.43. A man earning \$40.00 a week would, by depositing \$2.00 a week, have \$14,362.86 to his credit at the end of twenty years.

When it is borne in mind that

the average man of 40 possesses only about a week's salary, it can readily be appreciated that \$7,181.43 is a nice amount to have for investment purposes.

The fund is administered by five directors—two chosen from the officers of the company and three from among the depositors. To obtain the full benefits, an employee must deposit every week for ten years, but the employees may withdraw their deposits plus 7 per cent interest at any time. However, such withdrawals lose the company's additional deposits. Withdrawal in case of marriage of a girl employee, or death or permanent disability in case of any employee, entitles them to withdrawal of their deposits, the company's deposits and 7 per cent interest on the entire amount withdrawn.

The plan is open to any employee and will result in making a large group of men and women independent when they are ready to retire from active labor.

It is not so much the machinery of this association that has made it eminently successful as the human spirit in which it has been approached. The stockholders of the Nunn, Bush & Weldon Shoe Co. have been ahead of the times in labor management. They have realized the greatness of the problem and have approached it, believing that the workers in the shoe factory are as human and susceptible to the benefits of profits as the employers themselves.

The idea has also persisted that, if a body of shoe workers inside a plant were virtually interested in the profits of the establishment, the quality of goods, on which the profits must depend, would uniformly increase.—*Shoe and Leather Facts*.

### H. M. Bicknell Leaves New York "American"

Henry M. Bicknell, who since 1896 has continuously filled the position of cashier and general accountant at the New York *American* and *Evening Journal*, has resigned. He has made no announcement regarding his future work.



## The World Plan Is Advertising Insurance

A first principle of merchandising is to make it easy for the public to buy. That is why location, credit, delivery, SERVICE are the life-blood of retail selling.

Unless you are marketing a non-competitive and wonderful invention, it is next to impossible to make people want it badly enough to run about from store to store "demanding" it.

You must have distribution—or your advertising may not be 2% efficient.

The time-and-money-saving course to pursue is to merchandise the demand your advertising will create.

Before you advertise in New York, let The World help you get ready to advertise in New York.

*Try advertising in newspapers by the year*

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT  
Mallers Bldg., Chicago      Pulitzer Bldg., New York      Ford Bldg., Detroit

## The Evening World

1866

1920



Published Every Thursday. \$1.50 per Annum in Advance

LONDON, CANADA

The Best Advertising Medium in Canada

## TO THE SPACE BUYER

### (WHAT YOU OUGHT TO KNOW ABOUT CIRCULATION)

Before deciding what publication you will use you should know at least three facts regarding its circulation.

- 1st The methods by which circulation is obtained and maintained.
- 2nd How many stop their subscriptions and how many new names are put on each year; also how many renew from year to year.
- 3rd What amount of cash is received from each subscriber.

The best test (in fact the only real test) of the merits of a publication and of the quality of its circulation is the actual amount of cash the subscriber is willing each year to pay. Below are given figures regarding the publication of *The Farmer's Advocate and Home Magazine*, London, Canada, showing for each of the past eight years the number of subscribers, the total amount of cash received (after deducting all commissions) and the net average annual payment made by the subscribers for the magazine. The figures for 1912 and 1913 have been examined each year by the

	Subscribers	Amount Received	Avg. Annual Payment
1910	30,651	37,727.28	1.23
1911	31,827	43,376.93	1.36
1912	31,559	42,926.40	1.36

The best test on the part of the subscriber is willing each year to pay the actual amount of cash received by him. The Farmer's Advocate and Home Magazine, London, Canada, showing for each of the past eight years the number of subscribers, the total amount of cash received (after deducting all commissions) and the net average annual payment per subscriber for 1912 and 1913 have been examined each year by the

1913	1914	1915	1916	1917	1918	1919
30,653	31,827	30,559	29,622	29,594	30,878	<b>32,566</b>
30.653	31.827	30.559	29.622	29.594	30.878	<b>32,566</b>
1.23	1.23	1.23	1.23	1.23	1.24	<b>1.50</b>
37,727.28	43,376.93	42,926.40	40,853.10	40,766.71	38,351.55	<b>49,432.04</b>
1.36	1.40	1.38	1.37	1.37	1.24	<b>1.50</b>

The higher average cash receipt for 1919 is accounted for by the fact that some subscribers were charged \$2.00 per year for not having paid in advance.

It will be unnecessary to state (after reading the above figures) that The Farmer's Advocate circulation has been maintained without recourse to any strong-arm methods, such as have been adopted by many publications in Canada and the United States, giving agents 100% and more for accumulating names on a mailing list irrespective of their character and yet accepted by the A. B. C. auditor as bona fide subscribers. We ask advertisers to investigate this unsatisfactory condition of things and to insist upon the A. B. C. statements containing full information as to how circulation is obtained and maintained. Advertisers should insist upon knowing the amount of cash subscribers pay each year, the number of stops, renewals, and the number of new names put on, which information will at once show whether the publisher does or does not adopt strong-arm methods.

We challenge any agricultural journal on the American Continent to publish a statement similar to the above giving authentic comparative figures for the same eight years.

## THE WILLIAM WELD CO., Limited LONDON, CANADA

PUBLISHERS

THE FARMER'S ADVOCATE AND HOME MAGAZINE  
*Member Audit Bureau of Circulations*

# Boy Guidance in Democracy

*By HERBERT HUNGERFORD  
Editor of The Boys' Magazine*

THE person who first perpetrated that pernicious phrase, "Boys will be boys," should be counted among the most insidious enemies of democracy. Not only is the phrase itself a fallacy—since the fact is that "Boys will be men"—but it has been diverted into sort of a popular slogan or apology for the shortcomings that many folks have in their dealings with boys. The cause of democracy has no more pressing problem than guiding our boys into the right paths and instructing them in the true principles of real democracy. Yet, how fearfully few are those who intelligently and persistently point out these right paths to our men of tomorrow. The vast majority disguise their indifference with this cheap catch-phrase, "Boys will be boys," and side-step every effort to guide boys in the right ways of real democracy. "Let them sow their wild oats and climb fools hill," say the thoughtless. "Boys will be boys, so they will come out all right in the end." Thus, heedlessly, we go on breeding Bolsheviks and other mentally-twisted foes of democracy, simply because

most of us, in dealing with boys, are satisfied to pursue the easy course of amusing, entertaining, or "giving them a good time." In fact, people are so diverted from the true facts by that "Boys will be boys" slogan that it is not generally known that the boys themselves take to this democracy training idea like ducks take to water, when it is properly presented to their attention.

I would like to have any doubting Thomas challenge this claim. And even if you do not doubt it, I would be glad to present the evidence that our magazine, which so openly proclaims its training

democracy purpose and so persistently places its democracy training features and departments ahead of its stories and entertainment features, yet gets a stronger grip on its boy readers than any story-book journal ever has or ever could. Any advertising man who cares to investigate this statement of fact regarding *The Boys' Magazine*, and to find out just why it is a fact, please address Herbert Hungerford, Editor of the Boys' Magazine, 23 West 26th St., New York City, N. Y.



THE BOYS' OWN JOURNAL  
of DEMOCRACY

# The Boys' Magazine

Publishing Office: SMETHPORT, PENNSYLVANIA

*Eastern Advertising Office:  
THERON R. LYLE, Advt. Mgr.  
23 East 26th St., New York City*

*Western Advertising Office:  
COLE & FREER, Mgrs.  
Peoples Gas Bldg., Chicago*

# Cartoons Used to Get Sales Argument to Wholesalers

Lively Copy Employed to Brighten Business Paper Advertisements

A N interesting example of a business paper campaign, especially designed to bring emphasis on its attention-getting values, is that of the California Fruit Growers' Exchange, now appearing in papers going to the wholesale fruit trade.

As a rule these papers are not illustrated. They usually contain neither photographs nor cartoons. Hence the Exchange concluded that if its advertising copy in these publications was not only light and breezy but also illustrated in whimsical fashion it would command a reading which it might not otherwise get. Accordingly, each advertisement in this series is topped with a cartoon, humorously illustrating the sales argument that follows.

For instance, one piece of copy is called "new business." The cartoon that goes with it shows an ex-saloon, the door of which is barred with a sign across it that bears the melancholy announcement "closed." In the foreground are footsteps leading up to the saloon. When the thirsty one saw that it was closed, he evidently turned around and walked across the street to an orange juice and lemonade stand, for that is the tell-tale testimony that the footprints leave.

The copy that supports the cartoon condenses a strong selling argument into a few chatty sentences. Here it is:

"For every saloon that disappears a soft drink emporium will spring up. For America must have its intermittent tipple."

"There will be more lemons and less hops—more oranges and less rye."

"Some of the biggest chains of drug stores and the finest hotels are planning to feature orange and lemon drinks."

"Orange juice stands are springing up at summer resorts and

wholesalers are distributing orange and lemon juice to restaurants like milk.

"Here's a nice piece of ready-made business for the fruit jobber. Don't let the soda clerk run to the corner grocery for a dozen lemons. Sell him yourself by the



## our new customer

ONE of our best customers is a house that for years bought only a small proportion of its fruit from the Exchange. Then one day the manager called his salesmen together and said, "Boys, what can we do to increase our orange business?"

"Give us 'Sunkist' to sell," they replied, with one accord.

Having "shopped around" for years, he finally came to headquarters on the advice of his own salesmen. And he found it paid.

Put this question before your salesmen, "Which can you sell the most of, Sunkist oranges or just oranges?"

CALIFORNIA FRUIT GROWERS EXCHANGE  
*Headquarters for Oranges and Lemons*  
Los Angeles, California

UNUSUAL ADVERTISEMENT FOR A BUSINESS PAPER, THAT GETS UNUSUAL ATTENTION

box. Work the drug trade just as you do the grocers and fruit merchants. Cash in on this new opportunity."

Other cartoons appearing in this series bring out various points of interest to the wholesaler. One shows three sentries prancing

around a wrapped lemon. The explanation is that

"Back of every fruit within a Sunkist wrapper there stands guard a powerful influence.

"It is the realization by 10,000 men that success in their business depends upon the honesty and dependability of their pack."

Another cartoon depicts two blind pool players dolorously trying to amuse themselves at aimless pool. The copy hitches up with this as follows:

"A blind man playing pool might make much commotion on the table, but he wouldn't often pocket the balls.

"And so with the shipper who lacks up-to-the-minute reports on the market. He has to take random shots, and haphazard distribution spells glutted and starved markets.

"The market news service of the California Fruit Growers' Exchange is the marketing eyes of its shippers. Each one makes his own decision to ship and sell by the reports it brings. They don't sell 'blind.'

"Markets are now seldom over, or under-supplied with California citrus fruits and the trade, as well as the grower, profits by the more uniform distribution."

A commendable feature about the series is that the advertisements are prepared to fit the papers in which they are appearing and to interest the men who read those publications. Too often when manufacturers advertise to the wholesaler they do not take the trouble to write special copy. They merely rehash a few consumer advertisements and let it go at that.

### Many Products Recovered From Kelp

KELP, apparently, is going to be a profitable source of potash, an important fertilizer ingredient that the United States formerly obtained almost wholly from Germany. During the war, an experimental kelp-potash plant

was established by the United States Department of Agriculture at Summerland, Calif. Before the second year of operation was completed it had been determined not only that the plant could be made self-sustaining on the basis of potash alone, at \$2.50 a unit, but that a number of valuable by-products could be profitably obtained. The Chief of the Bureau of Soils, which bureau operates the enterprise, estimates that if the plant turns out \$300 worth of potassium chloride a day, it may at the same time turn out \$269 worth a day of the four principal by-products.

Among the by-products whose commercial obtainability has been established are iodine, common salt, ammonia, and bleaching carbon. This bleaching carbon, formerly imported from Europe and sold for 20 cents a pound, has been prepared and sold from the Summerland plant at 15 cents a pound and appears at present about able to pay the production cost of itself and the potash, with good reason to believe that it may ultimately be made to pay the operating cost of the entire enterprise. It has been definitely established by large-scale operations that very little of the nitrogen of kelp is lost in the various processes and that it can be commercially recovered as ammonia, thus yielding another important fertilizer element. In this process enough combustible gas is released greatly to reduce if not to eliminate fuel consumption in the plant. A tar is likewise recovered, and its sub-products, kelp oils and creosote, have been shown to be of value, respectively, as flotation agents and disinfectants. Still other valuable by-products are likely to be recovered.

"The field broadens tremendously as progress is made," reports the Chief of the Bureau of Soils.—*Weekly News Letter of United States Department of Agriculture.*

Carl Acton, who formerly was with the Hop Advertising Service in Chicago, has joined the selling staff of the Osgood Company, Chicago artists and engravers.



The Textile Manufacturing Industries of the U. S. are spending \$10,000,000 a week for new construction, factory supplies, machinery and all manner of equipment needed by manufacturing organizations.

Here is a tremendous market for hundreds of industrial products—one which cannot be won by hit-or-miss tactics nor scattered efforts.

It requires intensive concentration—exactly the kind of service offered by **Textile World Journal**, which over 750 successful industrial advertisers are using today.

We stand ready to discuss with you the special proposition of your sales to textile mills and to do so in the broad sense of **Results** by whatever methods best suited to your problem.

# Textile World Journal

*Audit Bureau of Circulations.  
Associated Business Papers, Inc.*



**BRAGDON, LORD & NAGLE CO.**  
**334 FOURTH AVENUE, NEW YORK**

## United Candy Stores Will Create Own Organization

The U. R. S. Candy Stores, Inc. (United Retail Stores Candy Service), has decided to undertake the creation of retail stores on its own account. It will not purchase any present existing retail candy store system.

The stockholders of this organization have been informed of this decision by Alex. H. Sands, Jr., who says: "At the time of the formation of your company, it was thought that possibly the best way to get started in the retail candy-store business would be to buy one of the three or four well-known 'going concerns' and use their organization as a nucleus for a national chain of stores.

"In pursuance of this plan negotiations were begun for the acquisition of several well-known retail chain candy stores, but your board of directors finally decided that rather than pay any considerable good-will price for 'going concerns,' with the director's experience in retail store management and real estate in general, the best policy would be to establish our own stores and create our own good will."

Locations have been obtained in New York and in Newark, N. J., for fourteen stores which are to be opened during 1920 and 1921. Before the end of 1921 it is planned to have at least twenty stores in operation.

In addition to the purchase of the firm of Fuerst & Kraemer, candy manufacturers of New Orleans, made sometime ago, the organization now owns the Chocolate Products Company, Baltimore.

The new organization has obtained the services of Messrs. Fuerst and Kraemer, of the New Orleans company; Charles G. Guth, of the Chocolate Products Company, and Edward A. Wadsworth, of the Wadsworth Chocolate Company, Newark, N. J.

George J. Whelan and his associates, who founded the United Cigar Stores Company, established the U. R. S. Candy Stores. As a result of this connection with the Cigar Stores Company the candy company will have the benefit of the real-estate, auditing and accounting departments of the cigar stores.

In outlining the building-up policy of this new chain organization Mr. Sands says:

"It is believed by the management of the company that millions of dollars will be saved by going a little slowly, paying no fancy prices for good will, investing our money soundly, and establishing our own business on proven lines under the direction of experienced men who staked their fortunes on the success of the enterprise."

## L. M. Firestone With Shuman Agency

Le Roy M. Firestone, who has been engaged in music advertising work, is now with the Shuman Advertising Company, Chicago.

## City Adopts Wartime Lesson for Peacetime Needs

In common with a great many other cities and towns, Minneapolis had its community war-chest campaign. Last month it featured a community chest for fifty-eight established social-service agencies. The only change in the wartime community-chest plan was the name. It did not like the name "War Chest," so the peace community chest was given the name "Town Tea Kettle." The new name was decided upon because "tea kettle" has a cheerful air with it, while the suggestion of war that the chest brought up would have the reverse effect.

The advertising of this peace campaign, however, was decidedly an imitation of the wartime drive. Newspapers, placards, posters and posters were used. Teams were organized and planned drives were made. Each subscriber received a little blue button, on which was a steaming tea kettle and the words "I'm in." The subscriber was also given a poster for his window at home.

A feature of the campaign was a giant tea kettle on a stove about twelve feet high, which was kept steaming in the middle of one of the main streets of the city, and near one of the busiest corners.

Despite the close adherence to wartime advertising methods, the results revealed no reaction; for Minneapolis obtained the amount which it had set out to get from its citizens for its fifty-eight social-service organizations.

## Bureau of Markets Has Weekly Publication

*The Market Reporter*, a periodical of general interest devoted to marketing information concerning important agricultural products, is a new periodical to be published weekly by the Bureau of Markets, at Washington. The first issue will appear during the early part of this month. It will be sent free to those interested who make request for it to the Bureau of Markets, U. S. Department of Agriculture, Washington, D. C., and who give the following information: (a) name and full address, (b) business or occupation, (c) kind or kinds of farm products in which interested, and (d) the names of periodicals or reports (mimeographed or printed) that are being received or have been received regularly from the Bureau of Markets or any other branch of the United States Department of Agriculture.

## Sears, Roebuck December Sales Increased

Sears, Roebuck & Co., Chicago, report sales for December of \$30,947,276, an increase of \$8,582,434, or 35.37 per cent. The total for the year is \$357,930,025, an increase of \$59,406,951, or 29.92 per cent.

## *Personal Service Plus Adequate Organization*

The J. H. Cross Company is neither so small as to be obliged to overstress the personal service which is a factor of such importance in an agency connection; nor is it so large that the organization must eternally be emphasized. We have a flexible institution — highly organized, and yet capable of the fullest possible measure of personal service.

Write for the booklet "*How to Judge an Advertising Agency.*" It contains information of interest to every advertiser.

J.H. **CROSS** CO.  
General Advertising Agents  
214 South Twelfth Street - Philadelphia, Pa.

## IN 1919 THE BOSTON POST

# Swept Aside All Records in Display Advertising for Any Year in Any Boston Paper

The Boston Post, the yearly record holder among Boston newspapers for ELEVEN consecutive years, sets a still higher mark by rolling up the immense total of over TEN MILLION LINES of Display Advertising during the year 1919.

The three Boston newspapers printing the three largest totals in display advertising lineage ran the following amounts for the year 1919:

### AGATE LINES

<b>POST . . 10,146,897</b>
<b>2nd Paper . . . . 8,458,850</b>
<b>3rd Paper . . . . 7,172,231</b>

All Classified Advertising Omitted in Above Totals

## In Boston the POST is FIRST in

Department Store and Women's Specialty Advertising  
 Men's Clothing and Men's Furnishing Advertising  
 Automobile Display Advertising  
 Bank and Trust Company Advertising  
 Grocery and Food Product Advertising  
 Boot and Shoe Advertising  
 Household Furnishings Advertising  
 Drug Store and Proprietary Advertising  
 Amusement Advertising  
 Jewelry Advertising  
 Magazine and Periodical Advertising  
 Hotel and Restaurant Advertising  
 Tobacco Products Advertising  
 LOCAL DISPLAY ADVERTISING  
 NATIONAL DISPLAY ADVERTISING  
 TOTAL DISPLAY ADVERTISING

### EASTERN REPRESENTATIVES

Kelly-Smith Co., Marbridge Bldg.  
 NEW YORK

### WESTERN REPRESENTATIVES

Kelly-Smith Co., Lytton Bldg.  
 CHICAGO

**1919 "NO-RETURN" AVERAGES**

**It's This Great Circulation  
That Puts the Punch Into  
Boston Post Publicity**

**BOSTON DAILY POST**

**409,310**

**BOSTON SUNDAY POST**

**353,032**



**The Net Paid Circulation of  
both The Daily Post and The  
Sunday Post for 1919 is Greater  
by Many Thousands Than Any Pre-war  
Yearly Average of Either Issue.**

*IN 1918 THE PRICE OF BOTH THE  
DAILY AND SUNDAY POST TO ITS  
READERS WAS INCREASED*

**EASTERN REPRESENTATIVES**

**Kelly-Smith Co., Marbridge Bldg.  
NEW YORK**

**WESTERN REPRESENTATIVES**

**Kelly-Smith Co., Lytton Bldg.  
CHICAGO**

## A Store Slogan With a Punch

"It is production and not discussion that is needed to remedy present conditions," says Frank J. Campbell, director of the promotion department of the S. S. Kresge Company, Detroit. The Kresge company was presented with the germ of this idea by an advertising man of Detroit, who figured it out that probably 400,000 men of that city alone were wasting an hour a day in talking over the ills that have been afflicting the body politic—time wasted, because it was subtracted from the hours that each one of them should be devoting to constructive work, which is the cure of the present industrial ailment. At a conservative figure each of these 400,000 men were thus losing \$400,000 a day or over \$100,000,000 a year.

It was to correct this evil—not only in Detroit but in other sections of the country—that the Kresge Company consulted the Campbell-Ewald Company and produced the phrase "Produce a Plenty in Nineteen Twenty," as a motto for American workers. It was printed as a two-color window poster and distributed among the 180 Kresge stores, with a request that store managers display the signs during the first week of the year.

"It doesn't mean work," Mr. Campbell writes *PRINTERS' INK*; "it means what it says: 'Produce.' 'A Plenty' cannot be interpreted in any other manner. Not only a plenty for one home, one community, but for the community, for the United States, for the world."

## Government Officials to Visit South America

For the purpose of promoting trade relations between the United States and the southern republics, officials of the Department of Commerce will make a tour of the principal Central and South American republics. The trip will begin late in February.

The party will include Assistant Secretary Sweet of the Department of Commerce, Philip B. Kennedy, director of the Bureau of Foreign and Domestic Commerce, and Dr. Samuel W. Stratton, director of the Bureau of Standards. It will be the first time that a Department of Commerce official as high as an assistant secretary has left the country during his term of office.

Mr. Kennedy will study at first hand South American commercial problems and Dr. Stratton will obtain information for the standardization of materials for engineering projects in South America.

## Thurman Succeeds Marcks at Brandt Agency

F. P. Thurman has succeeded O. L. Marcks at the Brandt Advertising Company, Chicago. Mr. Thurman, who was formerly connected with the McJunkin Advertising Company, Chicago, has been with the Brandt agency since its organization a year ago. Mr. Marcks, as has been already announced, has engaged in business in St. Louis.

## Mass Automobile Production in England

English automobile manufacturers are going in for mass production, according to the American Chamber of Commerce in London. A \$30,000,000 combine in the British motor industry has been effected.

As a result of this combine, a new company will be formed which will be known as Harper, Bean, Limited, and which will include such firms as A. Harper & Sons & Bean, iron founders of Dudley, the Vulcan Motor & Engineering Company of Stourport, Swift & Coventry, the British Motor Trading Corporation, Hadfields, Limited, steel manufacturers of Sheffield, as well as a number of subsidiary manufacturers of electric lighting and starting sets, and tools, radiators, and accessories. The amalgamation gives the new company control of the manufacture of all the component parts of the automobile.

The American Chamber understands that designs have been standardized, and that production will begin immediately at the rate of fifty cars a week in January, increasing to 300 a week in July, 1920, to 600 a week in the following December, rising ultimately to 2,000 a week in 1923. The ultimate production will be split three ways to include 50,000 small cars, 25,000 medium cars, and 25,000 commercial vehicles.

Employees will be given a tangible interest in results by the setting aside of \$500,000 paid up ordinary shares at a benevolent fund for them and their dependents, the income from which will be distributed by a committee of six directors and six employees.

## Expands Retailers' Cut and Copy Service

It was announced in a recent issue that the Bates Advertising Service had been taken over by the *Dry Goods Economist*. This announcement was not clearly understood by some readers of *PRINTERS' INK*.

The Bates Advertising Service has operated a "cut and copy" service, serving retail advertisers.

It is this Retail Service that has been taken over by the Economy Service, which is the Retail Advertising Service Department of the *Dry Goods Economist*.

## Paper Jobbers Resume Annual Dinner Plan

The New York Paper Jobbers Association will have its annual dinner on January 8. This association held its last annual dinner in 1916, voluntarily foregoing its annual dinners during the war. The committee in charge of dinner arrangements is as follows: Arthur B. Murtha, Harper Paper Company; H. A. Earle, Whiting-Patterson Company; Fred H. Ross, Bishop Paper Company; Louis Schuman, Manhattan Card & Paper Company, and Michael Milton, Milton Paper Company.

"MAN 50. Well  
Dressed. Every  
evidence of money  
and position.  
Bought two All-  
Fiction Maga-  
zines."

*From a By-stander's  
Note-book.*

# *Who Reads* ALL-FICTION

**A**DVERTISERS like the American Tobacco Company, Bauer & Black, Colgate's, Gem, Gillette, Eastman, Heinz, Lorillard, Mennen, Oliver Type-writers, Standard Oil, Victor, are using the All-Fiction Field month in and month out.

They know that the 1,462,500 purchasers of the ten magazines that compose the All-Fiction Field offer a market of astonishing productiveness.

There are some advertisers who have not yet learned the very definite and unique advantages offered by the All-Fiction Field. It is from them that the question comes, "Who read these magazines?"

To answer for once and all time this question, the All-Fiction Field sent out investigators. It was their business to observe the character of the purchasers of the All-Fiction magazines at newsstands throughout the country.

Some of the results of their observations appear on the opposite page. Why not make this test for yourself?

*The*  
**ALL-FICTION FIELD**

## *From A By-Stander's NOTE-BOOK*

### *Observations made in the Grand Central Station, New York City.*

- Girl—23—accompanied by her mother and sister. Refined, evidently college bred. Bought Metropolitan and Ainslee's.  
 Man—45—commercial traveller of better type. Bought Detective Story and The Argosy.  
 Man—32—looked like good, earnest salesman, bought The Argosy and All-Story.  
 Man—51—good type—bought Short Stories.

### *Observations made in North Station, Boston*

- Man—47—substantial citizen seemed to know his desires in reading matter. Going on long journey. Bought newspapers, a bound book, Literary Digest, World's Work, Popular and Top-Notch.  
 Army Officer—about 40—looked over several fiction magazines and finally bought Popular.  
 Two Women—about 35—stylishly dressed. On their way to Pacific Coast. Bought Spur, Good Housekeeping, Vanity Fair and Ainslee's.

### *Observations made in La Salle Street Station, Chicago.*

- Man—middle-aged working man, carrying dinner-pail and over-alls wrapped up under his arm. Bought Popular Mechanics and All-Story.  
 Man—47—prosperous—bought Adventure.  
 Elderly Man and Woman, out of town shoppers, man bought Outlook. Woman bought All-Story.

*The*  
**ALL-FICTION FIELD**

## The All-Fiction Field

COMPRISING

Adventure	Short Stories
Ainslee's	Smith's
All-Story	The Argosy
Detective Story	The Popular
People's	Top-Notch

PUBLISHED BY

Doubleday, Page & Co.      The Ridgway Company  
The Frank A. Munsey Company      Street & Smith Corporation

MEMBERS ABC

WHO reads these magazines? Precisely that cross-section of intelligent American men and women who read all sorts and conditions of magazines everywhere. Magazine readers are much the same the world over.

# Hotels That Are Realizing Their Advertising Opportunities

Beginning with a Very Small Beginning, of the Hall Bedroom Type, This Important Field Now Occupies a Suite

By Robert Kennelly

A BOUT three years ago, an advertising man stopped off for a week at the Hotel Chamberlin, Fortress Monroe, Virginia.

He had been there just long enough to smoke a cigar and brush his hair when he met the proprietor.

"How do you advertise this hotel?" he asked.

"Oh, in the 'Hotel Guide,' an occasional newspaper announcement, and our letterheads," was the answer.

"Is that all?"

"Why, yes. What more could I do? It's just a fine hotel, conducted in the usual way. We can't say any more than the other established hosteries do."

"Nonsense!" growled the advertising man.

"Look at the neglected opportunities! You are crowded *all* the time?"

"No, there are certain dull periods. All hotels have their off seasons."

"Wouldn't it be more to your liking if you had a waiting list all the time—could pick and choose your guests?"

The proprietor admitted that this would be an ideal state of affairs.

Then, lighting their cigars, the advertising man and the Boniface took a walk over the grounds. The Chamberlin faces Hampton Roads, that natural parade ground of naval affairs. The new naval training base lies directly opposite. There is an aviation school nearby and experiment stations and no end of other points of interest.

From that day on, the Hotel Chamberlin advertised not in an intermittent fashion, but regularly. The hotel itself had never realized the possibilities of its

own proposition. The copy flies a gay staff of naval flags and there have been colorful scenes of balls and regattas and serene waters where great battleships ride their anchors.

The Chamberlin could advertise steadily for the next twenty years and not exhaust the material at hand for elaborate and convincing campaigns.

It is only within the past few years that there has been a marked advance in hotel advertising.

Now they have left behind the mean little hall-bedroom type of publicity and selected an elaborate suite, with world-wide exposure, and hot and cold running inspiration.

Some is still only moderately effective; most of it is in the spirit of the times.

A hotel offers as much advertising opportunity as a piece of merchandise or a political sentiment. It's merely a case of getting professional minds on the job to dig out the pay-streak nuggets.

## NO CONFIDENCE IN ADVERTISING IN THE PAST

In the past, someone connected with the hotel itself endeavored to attend to such advertising as was done.

As a consequence, it was poor advertising.

And it did not pay.

Hotel managements were always skeptical. "You can't expect us to conduct the same sort of an advertising campaign that might be planned for a nationally distributed factory output," they argued, "this is only a hotel."

"You are selling something—a service—to the entire country, nevertheless," advertising men

came back, "the principle is the same. It just so happens that what you sell is not done up in a package and placed on store shelves. The main establishment is here. You are the one and only dealer. But there's no earthly reason why you should not create a national demand for

## Hotel PENNSYLVANIA



ONE TYPE OF MODERN HOTEL ADVERTISING

your goods. A hotel can become a national institution."

And they finally saw it the advertising way.

The year 1920 sees practically all of the larger hotels conducting elaborate campaigns, both in magazines and newspapers. Each has its own distinctive features, its own form of display, copy and appeal. And competition has been mingled with pride, in "beating the other fellow."

That is what has had more than anything else to do with the astonishing improvement in the physical appearance of these campaigns. Many of them are very beautiful.

New York hotels, of course, find it particularly advantageous to advertise nationally. Each day sees a new stream of humanity running through the immense railroad depot arteries, to be assimilated by metropolitan hostelleries.

The Biltmore uses many magazines to exploit its distinguishing features, and, not content with mere photographs, an artist has been commissioned to make soft pencil sketches of the hotel itself, inside and out.

What unique ideas creep into this hotel copy! They are beginning to discover, at last that there are sales arguments of an important and intimate nature.

"The Biltmore is a hotel that is individual, distinct, peculiar, unique and unforgettable," says the copy. "Nerve irritation is reduced to a minimum at The Biltmore. If you like music at your meals you can go to a dining-room where a great orchestra produces sweet symphonies. If you prefer to eat in silence,

you are accommodated."

As soon as the new Hotel Pennsylvania was opening, a country-wide campaign was started, with many decidedly different aspects. The fact that it is the largest hotel in the entire world, is not so important as advertising material, as the spirit and atmosphere of the place. And a thoroughly modern touch was provided by the use of eccentric pen drawings, executed with futuristic touches. Thus in its embellishment of picture, one hotel has made its advertising absolutely distinctive.

The St. Regis inclines to conservatism, with clean-cut orna-

## Start at the top when you go after business in Latin America

Get the big dealer and the best consumers first and the smaller ones will follow. Don't try to reverse that rule; the important dealers or consumers will never follow the buying example of the man of small affairs.

To get at the business men who set the pace in buying you must use the right medium. You can't expect to get their attention if your advertising is carried, for instance, in a publication that is popular among workingmen.

LA NACION is now and has been for fifty years the favorite newspaper for the big business men of Argentina. It is the most progressive and most influential publication in all South America.

You buy a definite value when you buy LA NACION advertising space.

### LA NACION

Buenos Aires, Argentina  
United States Business Office  
1 Wall Street, New York

A. BUGENE BOLLES

United States Advertising Director  
120 West 32nd St., New York

JAMES A. RICE  
8 East Washington St., Chicago

CHARLES B. BLOUNT  
444 Tremont Building, Boston



THE effectiveness of your catalogs and booklets depends largely upon the cover. It is the outside of the catalog that the recipient sees first. His opinion of the cover determines his whole estimate of the proposition. If your advertising message is clothed in an attractive cover such as Dexter's Levant it is sure to create a favorable impression.

Dexter's Levant Cover Stock is made to simulate the leather of the same name. It conveys an impression of the beauty of Levant leather and yet is a good business stock. The dignity and richness of this cover makes a universal appeal. Dexter's Levant eliminates the problem of elaborate costly printing; the simplest treatment can make an attractive cover that will be worthy of praise.

Send for free sheets for dummy purposes, or LEVANT Sample Book. Dexter's unusual house organ, XTRA, will also be included.

**C. H. DEXTER & SONS, Inc.**  
WINDSOR LOCKS, CONNECTICUT

mental  
typogr  
class,  
Walde  
and th  
ture un  
House  
Grou  
under  
John  
use spe  
ter, w  
promin  
THE AD

As a  
ward m  
be call  
aign,  
sented  
Pennsy  
advertis  
the ide  
charact  
handso  
the lan  
insert  
building  
Here

"produ  
nation

"Of a  
restaura  
Dining-  
your pr  
luxury  
ground  
or even  
are alon  
will un  
Through  
will en  
of harm  
comfort  
innovati  
the wo  
glass-en  
terfly R  
swimmim  
has priv  
water, S  
vice w  
with se  
door), t  
lamp on  
many o  
A morn  
to ever  
Thus  
can be

mental border effects and neat typography. Others, in the same class, are the Ritz-Carlton, the Waldorf-Astoria, Hotel Gotham, and the New Hamilton, a structure using the catch-phrase, "The House of Sunshine."

Groups of New York hotels, under the general management of John McE. Bowman, sometimes use space of a composite character, with all hotels given equal prominence.

#### THE ADVERTISING OF A NEW HOTEL IN NEW YORK

As an indication of the forward movement, attention should be called to the full-page campaign, in national mediums, presented in behalf of the Hotel Pennsylvania. Every artifice of advertising is here used to "sell" the idea of the Pennsylvania. A characteristic page reproduces a handsome photograph of one of the large dining-rooms, with an insert line sketch of the entire building.

Here the copy analyzes the "product" as in any well-ordered national campaign.

"Of all the Hotel Pennsylvania restaurants, this one (the Main Dining-Room) is most apt to be your preference. Its beauty and luxury make it a delightful background for your morning, noon or evening meal, and whether you are alone or are entertaining, you will undoubtedly feel its charm. Throughout the Pennsylvania you will enjoy this same atmosphere of harmonious beauty and cheery comfort. Do not overlook the innovations of this largest hotel in the world—such as a sunny, glass-enclosed lounge (the Butterfly Room) on the roof, or the swimming pools. Every bedroom has private bath, circulating ice-water, Servidor (an ingenious device which eliminates contact with servants at your bedroom door), full-length mirror, reading lamp on the head of the bed, and many other unusual conveniences. A morning paper is delivered free to every guest room."

Thus it will be seen that a hotel can be dissected and its "patent

features" talked of in copy, just as is the case with an automobile or a kitchen cabinet or the humblest household utility. The possibilities are there, yet are just beginning to be obvious to the advertiser.

Less than a year ago, hotel managements considered that the list of advertising mediums was extremely limited. It should be confined, for the most part, to sport and outdoor publications (with golf holding a head place on the list), travel magazines and those publications which are to be found on the reading tables of the swagger clubs.

While these selected mediums are still used, developments have shown that all national advertising mediums are needed and are a wise investment.

The idea was first employed by foreign hotels. The famous English "taverns" do not hesitate to advertise themselves insistently in American magazines and newspapers. It must pay or they would not now be increasing the space used so prodigally.

Considerable artistry is to be found in the smaller advertisements and in the ideas exploited. The Waldorf uses such phrases as this, in single column sets:

"The Salon exquisite! Devoted to the serving of those delightful little novelties tempting to the most exacting connoisseur of sweets—piquant glaces and patisserie—delectable liquid dainties—all in the Italian Room."

The handling of these accounts has come to be more than a passing responsibility. Advertising agencies conduct them just as they would produce a national service for a manufactured article. There is a set of designs and copy for the national mediums, another for weeklies, and entirely different copy and pictures for sporting magazines. Then comes a series for newspapers of a lighter character, and in between numerous brochures, booklets, catalogues and even editions de luxe of a descriptive character.

The manner in which the resort

hotels of the entire country have entered into the spirit of the thing, following the lead of the large city establishments, is responsible for the immense volume of hotel publicity.

The St. Charles, New Orleans, prefers to whet the appetite of the possible guest, by showing a picture of a white-haired old creole and talking "Ole Mammy's Creole Pralines." As a matter of fact, the hotel has made such a reputation with these sweets that the management is now putting them out on the direct-by-mail route, and employing the idea as a sort of trade-mark.

The Greenbrier, White Sulphur Springs, has just put out an aggressive campaign, and the Homestead, at Hot Springs, has an appropriation that covers a long list of publications and pretentious half-page displays in which photographs are fused with type in an altogether delightful blend.

Occasionally a hotel finds a "big talking point," as in the case of the Glen Springs, on Seneca Lake, in New York State. Here the text appeal is straight from the shoulder:

"You have a heart—is it a 'regular' heart? Undoubtedly yes, and probably it is a first-class American heart, the biggest heart in the world, fine, generous, sensitive, never refusing to respond instantly to endless calls for help.

"It gives, gives, gives, jumping to obey your will for more energy, more power, more blood—to put life into your mental and physical activities, a red punch into every muscle, a tingle to every nerve, a grip to your hand, a vigor to your thoughts, sincerity to your sympathy. But perhaps you have never given a thought to that marvelously made engine of yours, the machine that runs you, delicate, full of vital valves, and muscles, and a million throbbing cells."

There is much more in the same vein, since the hotel offers all the advantages of a rest cure, but the public, and particularly the bread-winner, is made to stop

and think of self for a little while and the responsibilities he owes to his own "machine."

The Condado-Vanderbilt, San Juan, Porto Rico, is now using space in American magazines to tell of its tropic wonders—indeed, the places of summer seas and palms and white steamers, glistening in the brilliant sunshine, are all successful in bringing to the cold type page a fitting sense of this new world of theirs.

Trailing on, in their turn, more modestly true, but to the limit of their pocket-books, come a vast and picturesque group of smaller hotels the country over, such as the Hotel Bon Air, Augusta, Ga., Wardman Park, Pinehurst, Hotel Royal Palm, Fort Myers and hundreds of others, grading from palaces in vast acreage, to the little fellows.

The Bellevue, at Belleair, Florida, might have been known to comparatively few, had not an advertising man literally forced the management to begin a series of illustrated half pages.

It required advertising acumen to discover that this hotel was conducting a remarkable series of kindergarten and elementary classes under its own roof, for the children of guests. It had been found that many people refrained from vacation trips of long duration, in winter, when school was in session, because of their children and the necessity of taking them from school.

#### J. A. Martin Heads Phosphate Distributing Co.

Joseph A. Martin, who was recently second vice-president and advertising manager of the Birmingham, Ala., *Ledger*, and who was at one time advertising manager of the *Progressive Farmer*, Birmingham, is now head of J. A. Martin & Co., distributors of "Duplex Basic Phosphate," Memphis.

#### New Publication by Ex-Service Men

*Fun from France* is the name of a new monthly published in New York by Victor W. Brunzell. It is edited entirely by ex-service men, all of whom were wounded and some crippled. Fred Berkley is the advertising manager.

1,000,000  
Circulation  
Every Day  
for 187 Days  
Cost: \$1,000.00  
Write for  
details

**ASK US  
TO SHOW YOU  
THE MEDIUM**

## **ADVERTISE**

WHERE YOUR GOODS ARE ON SALE

---

**AMERICAN LITHOGRAPHIC COMPANY**  
NINETEENTH STREET AND FOURTH AVENUE - NEW YORK

# *The Wichita Eagle*

## Facts About Wichita

## LIVESTOCK

TWO big packing plants operate here. The total value of the 1918 receipts at the local stockyards was \$51,552,521.00. 18,579 railroad cars were required to deliver these 1,080,323 animals.

Wichita is the natural market for the great historic cattle ranges. Rapidly, pure bred livestock is replacing grade stock, returning more money per head.

This is just one of the industries that adds to the importance of Wichita as a commercial center and emphasizes the prosperity of the trade territory covered by the EAGLE.

Daily—	City 16,743	Total 55,220
Sunday—	City 17,791	Total 61,387

## THE WICHITA EAGLE Wichita, Kansas

Special Representative  
S. C. BECKWITH SPECIAL AGENT  
New York Detroit Chicago St. Louis Kansas City



# Maybe the Product's Name Restricts Its Sale

A Descriptive Name Is a Handicap, If Its Latitude Is Too Confined

A YOUNG fellow just back from army service in France was trying to sell himself to a small but live manufacturer as advertising manager. The interview was fairly satisfactory but the manufacturer was not quite ready to decide. So he dismissed the job hunter with the remark that he would look up his references and let him know later.

The young man was just about to leave the office when he saw on the wall a drawing to be used in some advertising matter. It depicted a package of the company's product—laundry powder—in which the name was prominently displayed.

The manufacturer was quite proud of that drawing. It was his own idea.

"What do you think of it?" he asked.

"I like the drawing," was the reply, "but the name strikes me as unfortunate."

"Why, what do you mean?"

"Well, you call your product laundry powder. That's only one of the uses to which it can be put. It is a general cleaning powder. A woman seeing that package would conclude unless she stopped long enough to read the finer print on it that it contained only powder to be used in washing clothes. It seems to me that the name would interfere with the sales."

"You are right," admitted the manufacturer. "And I guess we have found a new advertising manager."

This conversation substantially as quoted here took place in a Chicago office a couple of weeks ago. The manufacturer himself told it to a PRINTERS' INK representative. A thing that worried him, he said, was that he had not thought of that perfectly obvious conclusion himself.

"I guess," he said, "that I was

too favorably impressed with myself and my product. I thought only in terms of laundry powder when all along I had a product that could sell for general cleaning purposes."

All of which is important reading for the fellow who is looking for a job and for the advertiser who has something to sell.

"The trouble is," said a successful advertiser to whom the PRINTERS' INK representative told this incident, "that a manufacturer often is so eager to get a name thoroughly descriptive of his product that he is likely to sacrifice advertising value. In other words, he wants the name to do his advertising for him. He seems to forget that, generally speaking, a name means little or nothing to the public until it has been advertised repeatedly in connection with a certain product. If a name can be chosen that will at once be identified with the product, then so much the better. But these descriptive names are dangerous. They are likely to restrict sales, as in the case of which you speak."

This business of building an iron wall around one's outlet because of custom or some other thing is not nearly so fashionable as it used to be. The retailer in growing numbers is breaking away from it. Thanks to the educational advertising and sales efforts of manufacturers and jobbers his policy is getting to be one of selling anything his customers will buy from him regardless of its "right" to be a part of his line.

Does the manufacturer himself need to brush up a little bit in this direction? Is his advertising or the name of his product such that he is not getting the business he is entitled to and that he may just as well have?

# Beware the Super-Salesman Who Discourages the Rest of the Force!

Unless the "Star" Is Managed Right Your Lesser Luminaries Will Lose Courage and Quit

By A. H. Deute

ON a certain sales force there was one salesman who was so very much better than the rest of the force that he stood out boldly and prominently as a bright, shining light. Out of the entire force of some thirty men, this one was not only by far the best salesman, but he was the youngest. In all senses of the term, he was a boy wonder—and certainly a most satisfactory business getter.

The trade marveled over him, women buyers raved, hard-shelled dealers came out of their lethargy and bought fine orders. No territory seemed too difficult for this youngster to tackle. Whenever in another territory there was an exceptionally hard nut to crack, the youngster was sent and the order was brought back.

There is no need to go on further and point out the value of this promising youngster to the house. Nobody realized his worth so much as the head of the concern and the salary paid the youngster was fully commensurate with the business he produced. Here was undoubtedly a world-beater with a wonderful future before him.

And then on the morning of the first of the month following, young Jones was fired, discharged, let out and released with the remaining twenty-nine standing around open-mouthed.

Now Jones, in real life, is a mighty bright youngster and if any manufacturer wants to experiment with him, we shall be glad to supply his real name and address, as well as the name of his former employer. He is honest, morally clean, neat, attractive, likable, and makes an excellent impression in every way.

But before we accept any applications from prospective employers, it may be well to look into the

reasons which brought about his summary discharge. The sales manager tells the story in this way:

"Jones was not just good. He was too mighty good. He was so good that he made everybody else feel small. But instead of setting a fine, high mark for others to follow, he demoralized the rest of the boys. He would come around a little later in the morning. Ours is a city sales organization and every man reports at eight o'clock and gets properly wound up for the day. Jones assumed a nonchalant air and would come in conspicuously at eight ten or fifteen. After a while, he sometimes failed to report at all. His volume was perfectly satisfactory. He pointed out that he was not employed to labor a certain number of hours but to produce given results. If he could produce satisfactory volume, why dig him out at eight in the morning?

#### A SALESMAN WHO WAS TOO GOOD

"In fact, he made it plain that his method of working was such that very often he could do in a couple of hours all the volume the house could reasonably ask in a day. On the other hand, if he would have to be bound down by hard and fast rules, then his temperament would cause him to become dulled and diffident and his 'punch' would be gone and his whole day would be spoiled. For months we put up with this sort of thing. Who could criticise him when his volume was so good and his business so clean?

"One morning he came in with an excellent idea and took it right to the boss. Now, it was an idea of real merit and the boss realized this at once and complimented Jones and put the suggestion into

Who  
ce!  
ll Los  
  
ut his  
sales  
n this  
  
l. He  
e was  
ybody  
ad of  
k for  
alized  
would  
in the  
es or  
reports  
properly  
es as  
would  
eight  
le, he  
at all.  
satis-  
at he  
a cer-  
pro-  
could  
why  
the  
  
GOOD  
that  
such  
in a  
e the  
in a  
f he  
n by  
tem-  
o be  
1 his  
his  
For  
sort  
him  
and  
  
with  
ight  
idea  
rized  
nted  
into

# O.K.

---

*In Syracuse (New York)*

*It's the*

***Post-Standard***

*for Auto and Tire  
Advertising*

More Lineage, More Advertisers  
Largest Average Seven-Day Circulation  
Dominant in This Section of the State  
Best Way to Cover a Prosperous Territory

*Lane Borne* INC.

Representative

New York  
Boston

Detroit  
Chicago

---

## WORCESTER, MASS.

---

**For the ENTIRE YEAR  
of 1919, the  
“GAZETTE”  
LEADS!**

In DISPLAY advertising the EVENING "GAZETTE" leads the Morning Telegram 103,068 lines, and leads the Evening Post 1,799,882 lines.

In National advertising the EVENING "GAZETTE" leads the Morning Telegram 427,420 lines, and leads the Evening Post 1,039,682 lines.

These comparisons are for daily only. Gazette has no Sunday. They do not include classified advertising. They are for DISPLAY only.

**The “GAZETTE” has**

1. Largest evening circulation.
2. Only two-cent evening circulation in the city of Worcester.
3. Largest evening "City-and-Suburban" circulation.

Nearly all the Gazette's circulation is CONCENTRATED within Worcester's immediate trading zone. That means Results! And that is why the "Gazette" is

**Worcester's Leading  
DISPLAY  
Advertising Medium**

# WORCESTER GAZETTE

*The Julius Mathews Special Agency  
Boston — New York — Chicago*

---

immediate effect. With his usual generosity, the head of the company gave full credit to the man who had brought forth the idea. There followed half a dozen more excellent suggestions. One morning the president was sitting in his private office talking to a visitor. The door was open. Young Jones walked up confidently. "Say, Mr. Morgan, I want to see you a minute. Got a good idea for you." The boss winced but stepped outside his office and listened patiently. He did not want to stunt the mentality of this young world-beater.

"Another morning found the youngster in the factory, giving pointers to the foreman of a certain department. Good ideas they were, and nobody could argue against them. The superintendent hated to dampen the ardor of this producing youngster, so said nothing, but thought and felt a lot.

"Along toward the holiday season when the shipping department was augmented by some new help and even at that deliveries were not so prompt as they might be, Jones came in one morning with some very deserving complaints about customers whose goods had not yet been delivered. A few minutes later found him out in the shipping room, digging through the back orders and the future orders and the orders partially set up, locating the orders of these particular customers. With splendid spirit and demonstrating that he could set up orders in first-class shape and also that he was not too proud to pull off his coat and work, Jones was getting together the merchandise for his particular dealers. He dashed into the office and had the billing clerk make out the invoices, loaded the goods into the back of his own machine and made the deliveries in person.

"Within an hour the shipping clerk had been in to see the president and complained that Jones had robbed certain orders to fill his own, that he had walked rough-shod over the helpers in the shipping room and caused two of them to threaten to quit. The billing girl had gone to the office

manager and pointedly informed him that hereafter she would have only one boss or quit, and that she would not take any more orders from Mr. Jones."

Plainly, it was necessary for the sales manager to have a heart-to-heart talk with Jones and show him that breaking up the trend of normal business was wrong—that, especially during the holiday rush, anything which tended to create turmoil, even if in itself admirable, was bound to lead to disastrous results. All these things the sales manager had on the tip of his tongue to point out to young Jones.

#### ALMOST AT BREAKING POINT

Next morning at 8:15 Jones appeared, pulled from his book a fat bunch of orders and walked over to the sales manager's desk. "Mr. Jenkins," he said, "I want you to give your personal attention to these orders. I am paid to sell goods—not to set up orders and deliver them. Yesterday I was forced to do both. I am not complaining, but I must insist that my customers are given proper service. Many of these customers were hard to get. As you know, many of them had consistently refused to buy from this house. Now, if we can't give them service, they will leave us, in spite of anything I can do. I don't want to play shipping clerk or delivery man. I can't afford to, but for the good of the business, I have got to do it myself unless you will see to it that it is done properly."

With this ultimatum delivered in precise, plain but gentlemanly fashion, the sales manager had all the wind taken out of his sales and there was nothing much to be done but go out and tell the shipping clerk to give those orders special attention in order that the young whirlwind might not again be tempted to upset the peace of the department.

And then came a period of shortage of raw materials and a resulting shortage of production, not only in the case of this factory, but of competitors. Buyers reached out for all available

stocks. Salesmen's orders jumped in proportion to the decline in production. Items began to be scratched from orders.

Young Jones came in bristling. "You've cut me over four hundred dollars this week, and I'm not going to stand for it. I don't mind working hard and putting in long hours, but it isn't fair to ask me to work and sell goods and then have the orders cut. If you can't fill my orders, I might as well quit." A hasty conference followed and the upshot was that instructions were sent out to placate Jones and see that he got good delivery.

Jones was too good a man to antagonize or lose. His territory was in such splendid shape that it would not do to have his enthusiasm dampened. Better cut a little on some of the other men who were not the kicking kind and take a chance on it being overlooked.

But, contrary to expectations, these other men did not overlook this condition. None of them could sell alongside of Jones, but they were the backbone of the sales force, the men who had, in many cases, been with the house from its start. They were hard working, serious-minded salesmen, conscientious and loyal. Not prone to complain or fuss around, they nevertheless were fretting under existing conditions.

Dissatisfaction became prevalent and more and more evident. The heads of the house could not help seeing this and it hurt them to realize that such a thing was going on. But, on the other hand, there was nothing to be done. Jones was simply too good as a business getter to take any chances with him. If antagonized, he would undoubtedly have no difficulty finding a splendid connection with a competitor and would no doubt take a big volume of business with him.

The next morning, Jones remarked in the presence of most of the boys that big moneyed jobs were certainly plentiful and went on to explain that it would be nothing for him to make more money than he was making, if he were

only connected with the right house, and he was gracious enough to include the rest of the boys in his statement.

Shortly after, when Jones appeared on the job some fifteen minutes after the rest of the crew were gathered together, he slapped down his sheaf of orders and interrupted the talk around the table with: "Well, what have we got to sell to-day?" And the sales manager shot back: "I don't think you're going to have a thing to sell to-day. Maybe Smith Brothers, up the street, whose line you recommend so highly, would like to take you on. But you're through so far as we're concerned."

#### THE SALES MANAGER EXPLAINS

Out of a clear blue sky, as it were, so far as the remaining twenty-nine were concerned, the thunderbolt had fallen. Jones himself was dazed and startled and frankly amazed. The sales manager was surprised to hear his own voice pronounce sentence. Ten minutes later Jones and his check to date departed. With twenty-nine men seated pop-eyed around the big table, the sales manager put it to them this way:

"Maybe an explanation is due you fellows and I am going to make it. First, I want to tell you that Jones is the best business producing salesman this house ever had and I don't ever expect to get another one so good. But I want to tell you this—a man to be of real service and permanent value to this house or any other house has got to be more than an individual star. He has got to be a good co-operator. He has got to know what team work means and he has got to know how to play his position. And no matter how bright the individual star may be, if he can't fit into his place, he can't stay on here. Maybe he is too big for his job. That's just about as bad as being too small for it. If his place in the line-up is going to be so filled that it throws the rest of the organization out of balance, we'll get along without him."

"You boys know that Jones is a good salesman. Many of you

TELE  
DIRE  
cla  
e  
ut  
ci  
us  
si  
m



## TELEPHONE DIRECTORIES

are now  
classed with  
everyday

utilities. Their enormous circulation and persistent use are insured by necessity, and make them remarkably effective advertising mediums.

"ADS"  
in  
these  
mediums  
command attention,  
bring business and  
cost little.

*Try them.*

NEW YORK  
TELEPHONE  
CO.

Directory  
Advertising  
Department  
15 Dey St.,  
New York City  
Tel. Cortlandt 12900

fellows are jealous of his ability. You ought not to be. You ought to try to cultivate his good qualities. But if the only way you can become a super-salesman is by taking on qualities which will make you a disturbing element in this family, then better go slow. This house can get along without a man and in fact it isn't good business for any house to get into such a position that it can't do without a man. Any man who forces himself into such an important position that he cannot be replaced without confusion is sooner or later going to prove a detriment to the firm. Maybe the fact that Jones is leaving us is going to mean that a lot of his customers will be lost to us. But if that is a fact, then the sooner we find out and the sooner we know that Jones was selling himself and not the line, then the smaller will be our loss. And if he does go to a competing house and take a string of our customers with him, the loss to us won't be nearly so serious as one might think. Sooner or later he will wear himself out there and it will even things up."

High powered, whirlwind salesmen are undoubtedly splendid assets, but, on the other hand, when they bring along with their selling ability a spirit of discord and jealousy, then it is a serious question if even the best of such is worth keeping on the force. Smoothly running selling organizations are at best the product of much time and work and generally are built up through a process of elimination and cutting out of the unfit. Good sales forces don't happen. They aren't born. They are made by hand, and the making of them is a long, tedious, often discouraging job.

It will generally be found that at least a hundred men have come and gone before the really satisfactory sales force of ten good men is brought together. It is also claimed that it costs the house a thousand dollars to hire the wrong man and have to let him go. But if ten men fail for each one who really makes good, it means that the satisfactory man

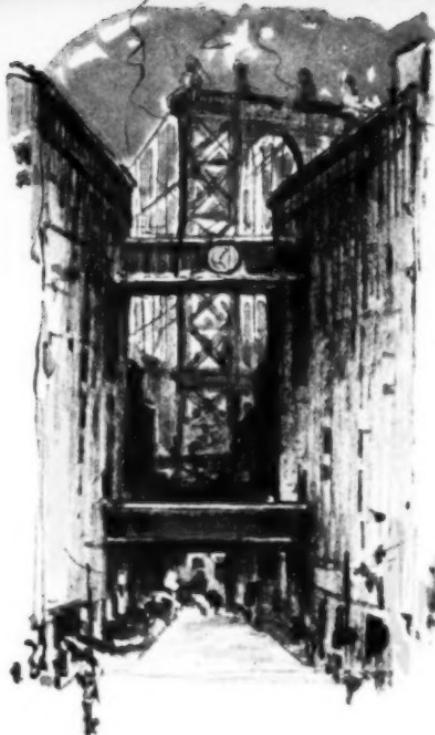
has cost the house ten thousand dollars to find. Such an investment is entirely too big and too precious to jeopardize. Taking the figures into account, it would be hard to conceive of a salesman who could personally be worth that much. Even if he were personally worth that sum, it would be much safer to have thirty men each worth ten thousand dollars than one man worth three hundred thousand. The chances of losing the whole investment at one swoop are too strong in the latter case.

Over and over again we see a star man over-awe not only his fellow salesmen but the house itself. As in the case of Jones, he brought the sales force to the point where half of them were convinced they were abused and underpaid and that it would be very easy, indeed, to go elsewhere and do a great deal better. Ninety per cent of this talk on the part of Jones was purely fiction, but nevertheless it disconcerts and disorganizes the mentality of the average sales force. In the case of this organization we are discussing, several men who should have known better had nevertheless come to the point where they were ready to "go to pieces" simply because they had failed to keep their poise.

But the moment that Jones was summarily dismissed, open-mouthed wonder seized them. They emerged as from a cold bath and each came to his right mind in a hurry. "If the house can cut Jones off like that and figures it can get on without him, maybe I'm getting near the ragged edge myself," several of the men figured, while others who had listened to Jones' story of numerous other splendid opportunities could not help but wonder how many of them were mythical or fancied. And so sacrificing one man made the other twenty-nine a whole lot better.

#### Miss Stahl With Albert Pick

Miss Marie Stahl, who has returned from work with the Y. M. C. A. overseas, is now connected with the advertising department of Albert Pick & Co., Chicago



119

## ANOTHER STEP FORWARD IN THE DEVELOPMENT *of* PACKAGE MERCHANDISE

♦

**A**N order for seed bags was being run on the press. An accident occurred—trivial in itself but tremendous in its consequences.

A type rule had been set too high. It had cut the paper instead of printing it. Each bag that came off the press had a slit across the face.

This accident of thirty years ago led to the discovery that revolutionized the paper box industry.



Mr. Robert Gair examining these ruined bags, conceived the idea of cutting and creasing paper in one operation. He invented a device for the press and established the principle that has made possible modern Package Merchandising on a large scale.

From that day to this the Robert Gair Company has been a pioneer in Package Merchandising, improving, designing, building its own machinery in order to have advanced mechanical facilities.

Step by step during the past fifty-five years it has prepared itself to solve the various problems of Package Merchandising—mechanical, industrial and artistic. One by one a long line of various specialties which did not belong to this central idea were dropped.

The Robert Gair Company has just taken another step forward. It has eliminated two large and profitable departments—lace-paper and envelopes—and henceforth will not manufacture these products.

The  
paper v  
the nev  
tration  
package  
closely

The  
Gair Co  
exclusiv  
and ma

Packa  
distinct,  
business  
has laid  
advertisi  
developm  
in many

Manu  
up sales,  
to each w  
dising.  
higher w



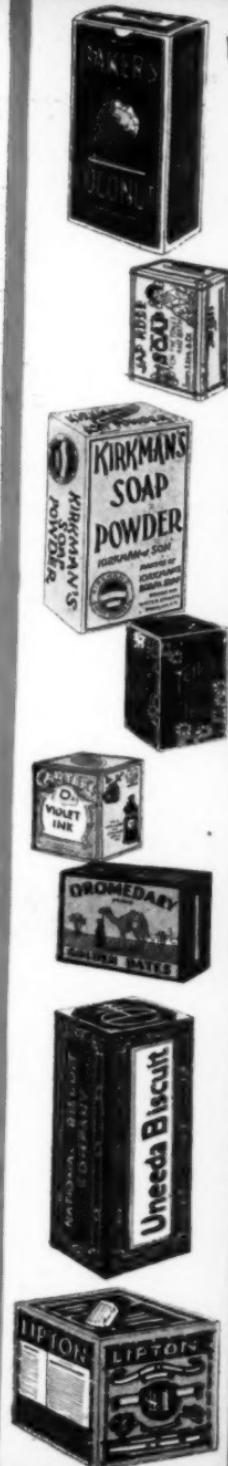
The old tradition "If it's made of paper we have it," is thus broken and the new age is announced of concentration and specialization only upon packages and the paper products closely allied to them.

The entire facilities of the Robert Gair Company are now to be devoted exclusively to the planning, designing and manufacture of

FOLDING BOXES  
LABELS  
SHIPPING CASES  
ADVERTISING DEVICES

Package Merchandising is now a distinct, far-reaching phase of modern business. For many commodities it has laid the foundation for national advertising and distribution. It has developed vast new sales possibilities in many fields.

Manufacturers today, in building up sales, have assigned a definite task to each vehicle of Package Merchandising. Their standards are growing higher with every year.



WHAT THE ROBERT GAIR COMPANY  
CAN DO FOR YOUR MERCHANDISING

The Robert Gair Company can plan, develop and manufacture one or all of the vehicles for your Package Merchandising.

Labels and packages of individuality which speak the message of a superior product.

Counter display boxes of character which make them silent but efficient salesmen.

Shipping cases of a quality which insures protection and carries your message along the way from manufacturer to dealer.

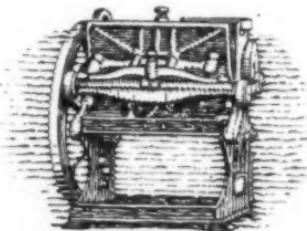
Advertising material of every description to speed up sales.

Gair quality is insured by fifty-five years of experience and growth.

◆  
**ROBERT GAIR COMPANY**

*Brooklyn*

1864



1919

Business  
"Door  
Any I  
Days  
pense

"I T  
in  
traveling  
the road  
said W.  
of the  
Chicago  
Chicago

It wa  
tentio  
travelin  
accounts  
grade i  
could s  
creasinc  
ing repr

"A m  
cheap m  
said he.  
quently a  
than a r  
and on  
oversold  
simply a  
and out  
mony.  
what we  
door ma  
dence in  
If a man  
right kin  
the busi  
tactfull  
noying t  
executive  
approach  
large co  
you emplo  
presence,  
tion of t  
next visi  
istant v  
post for

"Anoth  
advertis  
ber of co  
nections  
The sale  
enough t  
he is rep  
subject f  
the agenc

## Constructive Salesmen Are Needed Now

**Business Paper Publisher Says a "Door Knocker" Is a Liability in Any Business, Especially in These Days of Higher Traveling Expenses**

"IT costs just as much money in these days of expensive traveling to send a poor man on the road as it does a good one," said W. J. McDonough, publisher of the *Dry Goods Reporter* of Chicago, in an address before the Chicago Trade Press Association. It was Mr. McDonough's contention that with the increase in traveling expenses and in drawing accounts even for the poorer grade men a company actually could save money through increasing the quality of its traveling representation.

"A man hired because he is a cheap man is a poor investment," said he. "A cheap man is frequently a knocker on doors rather than a real constructive salesman, and on account of the present oversold condition a man who is simply a canvasser is bowed in and out without very much ceremony. Another feature is that what we would call the usher or door man many times is in evidence in the larger organizations. If a man who does not have the right kind of presence approaches the business, he is many times tactfully dismissed without annoying the sales or advertising executive. The same is true in approaching the executive of any large concern. If the man that you employ has the right kind of presence, he can hold the attention of the executive and on his next visit he is not sent to an assistant who is only a listening post for the commander in chief. Another development in the advertising field is that the number of concerns with agency connections is constantly increasing. The salesman who has brains enough to understand the trade he is representing can discuss a subject forcefully enough with the agency representative to make

him respect the publication which he is considering. The agency man many times may feel that he knows more about advertising, but he will frequently admit that the business paper representative who calls upon him and who has conditions at his fingers' ends must represent a paper that has a great influence and a good following or he would not be able to acquire that information.

"I have also found that the better paid representative was not so expensive a traveler as the poorly paid salesman. The higher-priced man, having more brains, knows how to use an expense account more reasonably than the other type of representative. He is accustomed to good living at home, but not expensive living and consequently is not inclined to go to extremes. He does not try to make his reputation by the money he spends, but usually creates his good impression by the real brains that he uses, while the less experienced man is inclined to be a little showy in order that he can demonstrate to his prospect that he is a regular fellow.

"Then, we must consider that the standard of living of the lower-priced man is lower. That is no fault of his. But when he has the opportunity to blow himself just a little bit it is more of a temptation to him than it is to the man who is accustomed to the better type of living.

"Again, we must consider that as a rule the lower-priced man brings in a smaller order while the higher-priced man usually brings a larger order, and generally speaking, the larger order is the advertiser who stays longest with the publication.

"You will find the good man needs less direction. You can depend upon him to take many of the perplexing details off your shoulders and you will not find him anxious to secure another job at a \$5 increase in salary."

Milton R. Davies, vice-president and secretary of the Dunlap-Ward Advertising Company, Inc., located at Cleveland, and formerly manager of the agency's Detroit office, has returned to Detroit to become vice-president of Seelye-Brown, Inc.

# One Man Did Two Men's Work with Help of Advertising

National Campaign Enabled a Washing Machine Manufacturer to Eliminate an Expensive Service Corps and Make Substantial Cut in Selling Costs

By S. C. Lambert

WHEN a factory has to employ one man to sell an article and another to keep it sold, there is obviously something wrong either with the product or the sales policy.

In such a case, the product being the basic thing, it is well to start house-cleaning with that. It may be admittedly a meritorious article, but is it susceptible of improvement? Has it needless weight and unnecessary parts? If so, the improvements should be made without delay, for competitors are forever thundering upon one's trail and seeking a chance to cut in ahead.

The same combing policy should then be applied to the sales organization. Does it carry dead weight and is it loaded with unnecessary parts? If so, the pruning knife must be applied, else the end of the year will arrive with loss inscribed on its face.

This eliminating process, if effected, will probably leave a certain gap or slack in the organization. What will bolster up the weak place?

F. L. Maytag, a washing machine manufacturer of Newton, Ia., has found the answer.

Five years ago he decided there was need for a power washing machine not dependent upon electricity for motive energy.

Farm women were getting tired and discouraged on "blue Mondays;" they were as anxious for the convenience and labor-saving advantages of the power washer as the city woman.

After a search of several months, the manufacturer discovered a little two-cycle engine in an Illinois town which seemed to fit the requirements. He took this engine home, installed it on one of his washers, and it was soon chug-

ging merrily along. The matter seemed so easy, so sure, that he did not stop to take into consideration a sales problem which inevitably follows the apparently easy first success.

He returned to the Illinois town, bought the entire engine factory, patent rights, equipment and machinery and moved it to his own factory. Then, in the enthusiasm of one who has hit upon an "easy thing," he built 4,500 of these engines and placed them upon his washers.

The next step was to call all of his salesmen into the factory. A number of the machines were placed on exhibition and they were "sprung" upon the salesmen as a surprise.

The salesmen were enthusiastic. They realized the tremendous demand for just such an appliance and they were wild to get back to the territory.

## WHY MACHINES WOULD NOT STAY SOLD

Orders rolled in so fast that the factory had to be enlarged and then enlarged again. Just in the midst of this expansion, things began to happen.

In their enthusiasm, they had lost sight of just one valuable link in the true sales success of the appliance, and that was the class of people to whom the product was to be sold. They had forgotten that most farm women have a very limited knowledge of mechanics. Most of them would have not the slightest idea what to do if the little engine balked and stopped.

Women, you know, expect a thing to work when they pay out good money for it; they are not as patient as a man is. If an engine runs down for a man, he will

## Boys and Girls

are a vital advertising factor for three fundamental reasons: 1st., their growing Earning-capacity is striving to keep pace with their ambition; 2nd., they personify 100% Consumer-value; 3rd., they exert a tremendous Buying-influence in the home—and it's boys and girls that make the home.

THE fact that our TRIO provides more than a million (over half) of the entire 1,800,000 available circulation of the eight publications in the boy-and-girl field—with results in proportion—is one of the significant reasons for 1919 carrying the largest advertising volume in their history—practically doubling 1918.

### THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

**David C. Cook Publishing Co., Elgin, Ill.**

WESLEY E. FARNILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
Chas. H. Shattuck, People's Gas Building, Chicago  
Sam Dennis, Globe-Democrat Building, St. Louis

**COOK'S WEEKLY TRIO : A MILLION BOYS AND GIRLS**  
THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

try to repair it before jumping to conclusions. But not so with a woman.

And this was the sad experience of this manufacturer. Of the first 4,500 machines that were sold, more than 4,100 were returned to the factory as unsatisfactory! The manufacturer knew that there was nothing wrong with the machines, other than the usual causes which overtake engines at times.

But, he was dealing with women! How was he to be responsible if a woman filled her gas tank up with water and then sent her engine back because it wouldn't run? Yet one woman actually did that very thing. Another woman shut off all the air in the carburetor and returned the machine because it wouldn't run!

#### SERVICE MEN TO CLINCH THE SALE

For a time the factory tried to stem the tide by the use of service men, who were instructed to follow up the salesmen and demonstrate the machine to the purchaser and clinch the sale.

These service men made some headway, but every manufacturer knows how expensive it is to maintain such a corps. It virtually doubles the cost of making the sale, and in many instances trebles it.

To have to sell an article two or three times in order to keep it sold should appear to any business man as a very poor policy. Our manufacturer went to work on his product to determine if there was anything wrong with it. He spent several weeks in overalls in his shop tinkering with his two-cycle engine. As a result of that close association, he removed just twenty-six unnecessary parts from the engine and the carburetor. Then he was certain that the product was as simple and perfect mechanically as it was possible to make it.

Something had to be done, then, to eliminate the unnecessary parts in the sales policy. One of the younger men in the factory had been clamoring for some time for an advertising policy. As he confessed later, he felt that if the company could ever get to the

place where they could advertise nationally, most of their problems would be solved. He had a hazy idea that publicity was the solution, but hazy ideas do not often convince hard-headed manufacturers who have had to fight their way up from the bottom.

Now it happened that about the same time, their competitors, who had a better distribution of their machines, were getting the inside track. In spite of the manufacturer's aversion to spending a lot of money on a national campaign, he realized that his concern must have a national distribution or they would surely perish.

Accordingly, a compromise was effected. The manufacturer's reluctant consent was secured to try a six months' "flyer" and for this purpose he appropriated the sum of \$23,000.

In order to convince him there was something worth while in national publicity, the younger executive mentioned kept an accurate check on the inquiries which resulted. And that six months' flyer produced more than 55,000 inquiries, less than five per cent of which came from dealer territory where they already had complete distribution.

This was an eye-opener to the manufacturer. He saw there was a tremendous demand for his appliance in the territory which his competitors were serving. He armed new salesmen with these inquiries, and they went straight to the dealers in the new territory and sold them.

But the point which stands out stronger than anything else is the manner in which he used his national campaign to take up the slack in his sales policy.

"My idea was," says the manufacturer, "that if the machine was sold properly in the first instance that there should be no need of the service men. In some districts we had two service men for every salesman, and in every district we had at least as many service men as we had salesmen."

"The washer was a wonderful demonstrating proposition, so good, in fact, that about all the salesman had to do was to dem-

STRATHMORE'S  
CONTRIBUTION  
TO ADVERTISING  
IN THE YEAR 1920

# Expressive Advertising

*—the Suggestive  
use of Type, Color,  
Illustration and*

# Strathmore Expressive Papers



## Keeping Up With The Times

### A FACT A WEEK

It wouldn't be polite to say "We told you so," but there is a good bit of satisfaction in the information, just received, that one of the biggest manufacturing concerns in the country has instructed its advertising agency to abandon its policy of using "one paper in a city."

This manufacturer has kept a careful record of sales proportioned to population, and covering a long period. He finds that in a few cities one paper seems sufficient, but that in many others the use of only one paper is insufficient to develop sales to the standard average.

Washington is one of the cities where two papers will be used henceforth, and *The Times* is one of them.

**The Washington Times**  
Washington, D. C.

onstrate it to the dealer and then take his order.

"The salesman did not sell the machine fully. He was conscious of the fact that the service man would be along behind him to take care of that. Consequently, the salesmen were not so careful to sell the machine so that it would stay sold, as they might have been had their sale rested entirely upon their own care and attention to details."

The manufacturer accordingly determined to remove his service men. The money which he saved by this move was equally divided between a national advertising campaign and a rebate in price to the purchaser.

This advertising campaign turned the light of publicity upon the weak point in the sales policy of the factory. It carried an educational appeal to the prospect which eliminated the dead wood in the old scheme.

By frank, straight from the shoulder copy, the manufacturer told the prospect that she must renew her batteries at regular intervals or her machine would fail to give the utmost satisfaction. He educated her to the whims of the gas engine and he did it without the aid of the service men.

By removing the latter from the field, the salesmen naturally went after their business on a different basis. They were no longer order takers; they became sales men, and they "sold" the machine along the correct lines.

National advertising has accomplished these tangible results for this manufacturer:

It has increased his business over 1,000 per cent in just three years.

In the same length of time, it has decreased his selling cost just 7 per cent.

During the first "flyer" campaign, the inquiry cost to the manufacturer was about \$2 each. It should be remembered that no effort was made to secure direct inquiries, it being desired to maintain the dealer as the distributing agent.

At the last investigation, it was

## WELL BALANCED



To adequately cover the subject of Housekeeping it is necessary to recognize the importance and comparative value of all its phases.

The preparation and selecting of proper food is most essential, but the up-to-date methods which save time as well as money are of vital importance to the modern housekeeper.

Likewise, if a woman has a home she welcomes designs and suggestions for household linens. Needlework thoughtfully chosen and adequately presented satisfies these desires.

A thorough analysis of MODERN PRISCILLA will convince you that housekeeping in all its phases is unusually well covered by the Needlework and Everyday Housekeeping sections. It is a *well balanced* magazine satisfying the homemaking and home-keeping instincts of 600,000 women.

### THE MODERN PRISCILLA

CHICAGO

BOSTON

NEW YORK

## LIFE A Recognized Institution.

The work of a solid organization having a definite purpose in mind, all of which is the result of a sound policy of constructive foresight.

Bonafide uncontrolled editorial contents.

Bonafide circulation; no other kind under any circumstances.

Bonafide, fair and fearless policy for advertisers, not independent—humble but firm.

266,000 net and growing naturally.

The faith of over a million readers.

Watch LIFE.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

found the  
mounted  
but the  
turbed by  
glad to a  
quiry, fo  
he is  
among d  
When  
Board a  
in the w  
it was fo  
facturer  
every fo  
in the co  
when yo  
there w  
turning o  
the coun

Advertis

THE  
WILMINGTON

Editor of

In one  
had a new  
Gillette con  
safety razor  
a barbers'

It may  
during th  
York City,  
ber, we o  
advertisers  
the leading  
had the s  
did, I am  
secured an  
cleanable

This com  
take advan  
I am sur  
now know  
New York  
viduals wi  
dollars at  
came all t  
office and

This

Howard

Howard  
Macy & C  
York, is no  
ment of the  
Inc., New

Payne

Benford  
Vernon, N  
account in  
Payne Ad  
pia.

found that the inquiry cost had mounted to more than \$250 each, but the manufacturer is not disturbed by this fact. He would be glad to see it reach \$1,000 per inquiry, for then he will feel that he is getting the distribution among dealers that he should have.

When the War Industries Board asked for tonnage figures in the washing machine industry, it was found that this one manufacturer was making one out of every four washing machines sold in the country; not a bad showing when you consider the fact that there were 106 manufacturers turning out washing machines in the country.

#### Advertising Utilizing "Strike" Arguments

THE ARLINGTON WORKS,  
WILMINGTON, DEL., December 27, 1919.  
*Editor of PRINTERS' INK:*

In one of your recent issues, you had a news item to the effect that the Gillette company recently advertised its safety razors in Baltimore, Md., during a barbers' strike.

It may interest you to know that during the laundry strike in New York City, the early part of last October, we conducted a cleanable collar advertising campaign in a number of the leading New York newspapers, and had the strike lasted longer than it did, I am certain that we would have secured an enormous sale for Challenge cleanable collars.

This company was the only one to take advantage of this opportunity and I am sure that many more persons now know about cleanable collars in New York than ever before. Individuals who were unable to secure collars at their nearest haberdashers came all the way to the New York office and purchased collars direct.

W. A. MILNOR,  
Advertising Manager.

#### Howard Kuh With Brown Agency

Howard Kuh, formerly with R. H. Macy & Co., department store, New York, is now head of the copy department of the Brown Advertising Agency, Inc., New York.

#### Payne Agency Has Benford Auto Account

Benford Auto Products, Inc., Mount Vernon, N. Y., has put its advertising account in the hands of the Hancock Payne Advertising Agency, Philadelphia.



# Sold out for 1920

## Orders for 1921 can now be filed

### A DVERTISING SPACE in the regular issues of "Punch" is strictly limited.

The demand for space from advertisers of high-class goods and service is more than double that limit.

As a logical result, "Punch" is sold out regularly each Autumn until the end of the next year.

For 1920 this is again true. The only space which will now be available in the regular issues of "Punch" for 1920 will be such as may be from time to time surrendered for genuine business reasons, and I have in hand many orders for 1920 for which I have at present no space.

But for 1921 I can accept orders "to bear the rate which may then be in force," until such time as 1921 is full.

### ROY V. SOMERVILLE

Advertisement Manager, "PUNCH."  
10 Bouvier Street  
London, Eng.

"Punch" Office

Dec. 4, 1919

## The Atlanta Journal Atlanta, Ga.

**13,260,000**

Lines of *legitimate* advertising were carried in The Atlanta Journal during 1919.

### Advertising in The Journal Sells the Goods

**1,500,000 Consumers**  
  
**Wisconsin Daily League**

**Taters and Corn**—Wisconsin farmers are known as the nation's potato and corn producers. Their farm products now bring \$204,000,000 annually. Blanket this rich territory (or any part of it) with the 30 leading daily newspapers. Only one order and one payment necessary.

**H. H. BLISS, Secretary**

*Wisconsin Daily League,  
Janesville, Wisconsin*

### The Voice of Paper in Delivering Your Message

"Paper tells in an undownable voice the real story of the advertiser. It tells he is careless. It tells he is careful. It tells he is ignorant. It tells he is canny. It says in just as loud and lasting a voice as the type the thing behind the scenes.

"Yes, paper is the secret service man sent to your desk, advertising man, to find out all about you. Once outside your door he shouts to his chief—the world—your real story. And he is ever heard.

"Ever see a millinery department in a department store without many, many mirrors? Never. Ever buy a hat for yourself without looking to see whether it looked like you? Never. No more should the live advertiser—the advertiser who is in this great advertising game to get the most out of it by putting the most into it—so more should he think of putting out a single piece of advertising without holding the paper of that message up to a mirror of the prospective customer's paper sense.

"And paper can be such a wonder if given the chance. Paper, by being right, to the feel, can hitch up with the rightness of the message as it appeals to the eye and make up a team that can pull orders and pull them double quick. And the pull up the selling grade with the right paper for the right message is a steady, even and speedy pull that knows no backsliding.

"Paper is the background. Ask a painter. He'll tell you a sooty background can't tell the story of a bright day. Paper is the backbone. It must be the nerve centre of the advertising system. Paper is the backing. Without good paper, without paper telling the story you want it to tell and telling it the way you want it told, your message has nothing to hold it up. Proper paper is surely an advertising prop."—From the winning essay of Amos Parrish, Jr., advertising manager William Taylor & Sons Company, Cleveland, in the "Eagle A" trophy contest of the American Writing Paper Company, Holyoke, Mass. The trophy—a silver loving cup—was donated at the Direct-by-Mail Advertising convention, held in Cleveland.

### American-Rumanian Chamber of Commerce

The American-Rumanian Chamber of Commerce, recently formed at New York, has issued a statement announcing that it proposes to assist American business interests in the development of important opportunities in connection with the reconstruction of Rumanian industrial and commercial life.

Its work will be carried on under the direct supervision of a special administrative committee made up of prominent American business interests which have already operated in the Rumanian field, together with official representatives of the Rumanian Government now in the United States.



*Man-power!* The sturdiest brawn, like the keenest brain, is limited by the tools it uses. You couldn't be in five thousand different places tomorrow. Yet, by the use of the right tool, you can send your thought there—in fine form—at small cost. The Mimeograph will do that work for you *in an hour*. It duplicates letters, forms, blanks, drawings, etc., quicker than that work can be done by other means. No type to set—first copies ready within a few minutes—with many thousands rapidly delivered from a single stencil. Clear work, cleanly done! Just as good muscles do infinitely more when equipped with high-power tools, so do good minds widen the areas of their forces by the use of the Mimeograph. Let us show you what it has done in industrial and educational institutions throughout the world. Ask for booklet "Q" from A. B. Dick Company, Chicago—and New York.





FOREIGN  
DEPARTMENT

## The Eastman Kodak Company

have for many years been world leaders in the advertising and distribution of their products at home and abroad.

In addition to our domestic service, which we have furnished for over 25 years, we are now supplying them with our

### Foreign Advertising Service

This includes the originating, writing, illustrating and placing of copy in foreign newspapers and magazines.

We are also serving the foreign interests of the following clients:

E. I. du Pont de Nemours & Co.  
International General Electric Company  
Worthington Pump and Machinery Corporation  
Atlas Portland Cement Company  
Corona Typewriter Company  
The Miller Lock Company

We shall be glad, through our Foreign Department, to serve the interests of any advertiser not engaged in competing lines.

## FRANK SEAMAN INCORPORATED

*Foreign and Domestic Advertising*

470 Fourth Avenue, corner of 32nd Street  
New York City

Chicago Office: Monroe Building  
Monroe St. and Michigan Ave.

Associated with Mather and Crowther, Ltd., London, Eng.

# When Retailers Advertise to Refute the Charge of Profiteering

Shoe Men of Newark, N. J., Successful in Removing the Blame from Their Shoulders

By Jos. J. Fiske

THE advice given retail shoe merchants in the November 27 issue of *PRINTERS' INK* by R. C. Naulty is worthy of serious consideration because in a number of instances and particularly in Newark, N. J., there is proof that his contention is correct.

Newark is the home of a large number of leather manufacturers as well as of several widely known brands of shoes. For this reason it was not difficult to get an exact knowledge of the position assumed by all three branches of the shoe industry.

The retailer of course put the blame for high prices on the manufacturer and jobber. They in turn as well as the leather manufacturer insisted that the retailer was wholly to blame.

In the meantime, however, the public was beginning to be more and more incensed over the steadily climbing prices of shoes and was venting its feelings on the retailer because the retailer is the only point of contact between the consumer and the manufacturer.

For the retailer to put the blame on someone else did not seem to satisfy the consumer, and the dealer found himself accumulating a mass of ill will which he wished to avoid but took no means to combat.

The writer had read a great deal of criticism of the retail shoe merchants and had heard considerable of it from the public.

It occurred to him that neither the leather manufacturer nor the shoe manufacturer realized that he was doing himself an injury by blaming the retailer for the high cost of shoes because if the public was to believe that end of the story, then every retailer was

a profiteer and in that case the public would cease buying shoes until absolutely forced to. This would ultimately hurt the manufacturer as much as the retailer.

Then again if the retailer blamed the manufacturer and the public believed his side of the story, the effect would be just the same. What was the solution?

At the instance of one of the liveliest local shoe merchants an effort was made to get at the real facts. Several sources were addressed for the proper information. The answer came in the form of a reprint article which appeared in the *Shoe Retailer* of Boston.

This article was available to every shoe retailer in the country, not one of whom but could afford to publish it in his local paper at his own expense and profit by it.

## RETAILERS' UNITED STAND WAS IMPRESSIVE

Having obtained the real facts they were submitted to the merchant referred to who immediately desired to use them under his own name. He was prevailed on, however, to permit other local shoe merchants to be interested in presenting the matter to the public.

In the first place the same article published by a number of the leading shoe merchants of the city would be bound to have a greater effect than if one merchant presented it and in the second place it was only fair that all the merchants should bear their just share of a campaign to educate the public.

With the knowledge imparted by the *Shoe Retailer* the facts were presented in a form better understood by the public. Four full pages of advertising were

made out of them, one page to be published each day for four consecutive days in the Newark *Star-Eagle*.

The merchant who first interested himself in this publicity plan then agreed to assist in selling the idea to the local shoe merchants, which was by no means an easy task.

In one case particularly, the local manager of a shoe manufacturer who conducts a retail branch thought well enough of the idea to co-operate in it. A few days later, a phone call was received from him asking that his name be omitted from the list because his home office refused to enter into the publicity. This was followed by a letter from the factory advising that the facts in the ads were not correct because the articles did not put the blame for high prices on the retailer.

In compensation for this attitude, however, there were a number of merchants who were willing to take more than one space on a page. The pages were so arranged as to carry the business card (name, address and kind of shoes carried) of twenty-five merchants.

#### SECURED WIDE READING

The advertisements presented the entire industry from its inception and proved, at least to the Newark public, that on the whole there was no profiteering either by the retailer, the manufacturer or the tanner, but that high shoe prices were caused by supply and demand, which after all regulates all things. These articles proved by Government statistics that there existed a shortage of cattle and as a result a shortage of hides.

These pages were also published in Buffalo, N. Y.; Fort Worth, Texas; Portland, Ore.; San Antonio, Texas; Erie, Pa.; Hartford, Conn.; Madison, Wis.; Harrisburg, Pa.; Scranton, Pa.; Americus, Ga.; Montgomery, Ala.; Little Rock, Ark.; Lincoln, Neb.; Texarkana, Ark., and Albany, N. Y.

#### Presbyterians Encourage Churches to Advertise

The growing importance of paid advertising for churches is clearly seen in the attitude of the department of publicity of the Presbyterian Church toward paid advertising.

The director of that bureau, James B. Wootan, says:

"We urge all churches to appropriate definite sums of money for paid advertising. Many of them are doing it. We recommend at least one display advertisement a week, more than that if possible and practical. We also recommend that churches group themselves in certain communities for the purpose of effective advertising, pooling their resources and their activities. We recommend this not alone for one denomination, but for all."

The work of the publicity bureau now consists principally in furnishing copy as model advertisements to churches; in suggesting plans for advertising, illustrations, etc. It supplies counsel and information in systematic form to all pastors and churchs desiring it.

The bureau is also charged with the editing of the *New Era Magazine*, a monthly publication, which was a year old last month. This publication is the official medium of the Presbyterian Church. Part of it is given over to the systematic development of ideas and information regarding the work of publicity and advertising.

The personnel of this church publicity department consists of: James B. Wootan, director and also editor of *New Era Magazine*, who was for many years on newspapers in the Middle West cities, including St. Paul, Omaha and Chicago; Walter I. Clarke, who has served on newspapers in Boston, Philadelphia and Chicago; James V. Clarke and Herbert H. Smith. Mr. Smith is in charge of the Western office of the department at Chicago.

---

#### W. J. Delaney Takes Over K. R. Townsend's Work

W. J. Delaney, who has been with the Sherwin-Williams Co. of Canada Limited, for ten years, and who during the last year has been assistant advertising manager, has taken over the work of K. R. Townsend, formerly advertising manager of the Sherwin-Williams Co. of Canada. Mr. Townsend is now with The R. Sykes Muller Company, Limited, advertising agency, Montreal.

---

#### Leaves Electrical Field For Leather Advertising

S. H. Giellerup, former advertising manager of the United Electric Light and Power Co., New York, is now sales promotion manager for the Standard Kid Mfg. Co., Boston. He was succeeded in his former post by Ralph Neumuller, of the editorial staff of the New York Edison Co.

*May's*  
**HONOR SHOES**

## WHAT TO BUY WHERE TO GET IT

Effectively Told in An  
Attention-Compelling, Dominant Way

by an

# "ING-RICH"

*PORCELAIN ENAMELED IRON*

# SIGN

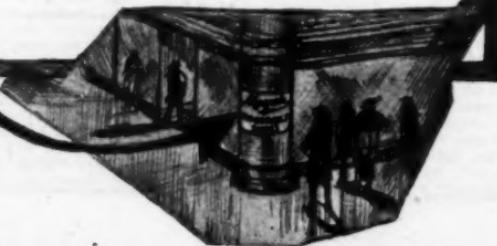
Year in and year out, "Ing-Rich" signs keep everlastingly at work directing the footsteps of millions to the places where the products they advertise are sold. The constant brilliancy and durability of "Ing-Rich" signs make their pulling power incomparable. No matter what the surroundings, they dominate—putting their message across BIG.

"Ing-Rich" signs never fade—need no renewing, hence their economy is obvious. They combine, by a special process, porcelain and iron in a single unit composition that resists the elements.

If you want to turn "their" footsteps to the places where your merchandise is sold—or any message you want them to "get"—you can do it most economically with an "Ing-Rich" sign.

*Drop us a line of inquiry. No obligation.*

INGRAM-RICHARDSON MFG. CO.  
College Hill      Beaver Falls, Pa.



## Massachusetts Tech's New Service

An industrial service division, which will establish the technical school and industry on a plane of co-operation, has been established at the Massachusetts Institute of Technology.

Dr. William H. Walker, who has been a member of the faculty of that institution during the last twenty-five years, has been made head of the new division. During the war Dr. Walker commanded the Edgewood Arsenal, Maryland, directing the activities of 15,000 men engaged in the manufacture of poison gas for use against the Germans.

The "Technology plan," as the service which Dr. Walker will direct is called, places all of Technology's resources—information, laboratories and advice—at the disposal of its industrial consultants. It undertakes also to put the school's clients in touch with sources of information in scientific schools and libraries the world over.

In discussing the new plan, Dr. Walker said:

"Whenever a manufacturer runs on to a problem that requires research or information not at his disposal, he can consult our division. We can give him all the information on his problem which we have at hand. This means all the information which any member of our great staff may have at hand.

"If we do not have it here, we can tell him where he will be most likely to find it, whether in other institutions and libraries of this country or abroad.

"If he requires special service in an experimental or research way, we will arrange consultations, investigations, tests or research with our technical staff. Or, if necessary, we can put him in touch with outside sources.

"This means, of course, that we must maintain records of the qualifications, experience and special knowledge of our alumni as well as of men studying at the institute.

"Our division hopes to become the point of contact between the outside world and our educational plant. Manufacturers may come to us with problems of every kind, be they scientific, simple, technical or foolish. We shall handle each seriously, giving the best the institute has at its disposal."

Among the concerns which have signed contracts under the Technology plan are: American International Corporation, General Electric Company, United States Steel Corporation, American Telephone & Telegraph Company, W. H. McElwain Company, shoe manufacturers; Los Angeles Soap Company, Pierce-Arrow Motor Car Company, American Woolen Company, Eastern Manufacturing Company, paper manufacturers; American Glue Company, United States Rubber Company, Arthur D. Little, Inc., consulting engineers; New England Confectionery Company, Utah Copper Company, Merrimac Chemical Company, Gray & Davis, Edison Electric Illuminating Company, Stone & Webster and the E. B. Badger & Sons Company.

## Advertising's Greatest Year, Prophesies H. D. Smith

"Nineteen-twenty will be advertising's greatest year," asserts Harry Dwight Smith, president of the American Association of Advertising Agencies. "It will be greatest not only in volume and in increases over the past year, but also in character, effectiveness and stability.

"The reports from our membership clearly indicate the wholesome state of mind of American business men, for there is no better test of a man's confidence in the future, no better indication of sound optimism, than can be found in his attitude toward advertising expenditures.

"One cannot view the nineteen-twenty advertising situation as seen through the eyes of one hundred seventeen members of the American Association of Advertising Agencies and not be convinced that American business men have no fears for the future. They are thinking straight and backing their judgment with real money. They are proving by their commitments for nineteen-twenty that an oversold condition is no reason for under-advertising.

They have come to realize that good will and public acceptance of a name or brand can never be oversold.

"The great volume of advertising now under way, for both old and new advertisers, places greater responsibilities on the shoulders of all advertising interests, and we are proud to say that we believe as a whole the advertising world is adequately prepared to meet these responsibilities. Association effort in all phases of advertising endeavor has done a wonderful work in improving the knowledge and practice of advertising. Co-operation among the several associations has made possible much that could not have been otherwise accomplished."

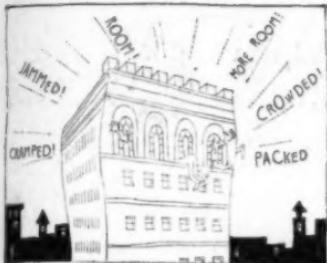
## To Prevent Unnecessary Cancellation

According to the Grand Rapids, Mich., *Furniture Record*, manufacturers of that city are taking action to lessen order cancellations by retailers. It is planned to establish a credit bureau to investigate the trade requirements of all buyers and to allot them goods accordingly.

"This will work to the benefit of the retailer who is not taking advantage of manufacturers," says the *Furniture Record*, "and is not using the cancellation system to get what goods he requires, and will halt the practice which has grown to menacing proportions within the last year of ordering many times the amount of goods needed and then canceling the remainder of the order after the first shipment."

The Apex Appliance Company, of Chicago, manufacturer of washing and ironing machines, has decided to inaugurate a national advertising campaign with both dealer and consumer angles. Copy will be placed soon by the Wm. H. Rankin Company.

**A**FTER three years in 1133 Broadway the quarters that once looked big to us, became very small. Crowded was no name for it. The walls seemed to shrink. All wrong! We simply grew, while the walls stood still. Grew in numbers, in scope of work, in responsibilities, until the fine spirit of our artists, made happy by good work, would have been cramped, if we did not act swiftly. So—



No room to expand except into the clouds—  
that's no place for business artists like Gotham men.



Us for terra firma all the time—with our feet on the ground.



Paper thought and analysis—that's the way to hit on the right Idea for art work or anything else.



Coupled with energy, enthusiasm and ability to seek the solution of the problem, insures the right result.



Good Ideas in the proper hands are always subject to development and improvement.



So that, in the end, we can point with pride to Success!

We are now in our own building at 111 East 24th St., (near Fourth Ave.)  
New York.

Telephones: Madison Square 8517-8518

**GOTHAM STUDIOS INC<sup>D</sup>**

MARTIN ULLMAN, Managing Artist

PRINTERS' INK

Royal  
Hosiery

Royal  
Hosiery

Royal  
Hosiery

Kitchen Maid  
Cooking Utensils



Kitchen  
Cooking

UNITED  
FARM GROWERS  
ASSOCIATION



Liberty Tape printed boxes

L

There  
adver  
corru  
with  
tape  
ing s  
resen

You

—wh  
with  
they  
easily  
them  
charge  
return  
there  
tampon  
print  
tents

The  
—day  
on ap  
signs

NOT  
TISE  
IN T  
ON P

52 Va

# LIBERTY TAPE

*-an item in national advertising*

There are good and just reasons why big national advertisers are using a binding tape on their fibre and corrugated shipping containers, *Liberty* printed with their private marks. *Liberty* printed binding tape is the last word in utilizing available advertising space by making every shipment a traveling representative.

### Your Shipments Pass Before Many Eyes

—why not identify them? Not only do cases bound with *Liberty* printed tape feature your line wherever they are seen, but privately printed they are more easily located when astray in transit. Delay in finding them at piers and terminals is curtailed and your charges for demurrage reduced accordingly. As a return on the low cost of *Liberty* printing your tape, there is the saving against theft—thieves hesitate to tamper with unreplaceable private seals. *Liberty* printed tape is evidence in full of delivery of contents and, as such, reduces claims for shortage.

The *Liberty Tape Moistener*—rust proof—durable—dampens all of the tape. Cuts packing time. Sent on approval. Price, \$5.00. Estimates and tape designs in color for the asking. All weights and sizes.

NOTE: A LIST OF THE NATIONAL ADVERTISERS USING PRINTED LIBERTY TAPE IN THEIR ADVERTISING WILL BE SENT ON REQUEST.

**Liberty Paper Company**

32 Vanderbilt Avenue

New York City

Mills; Bellows Falls, Vt.

*bears your silent salesman*



**BUILDERS of AMERICAN BUSINESS**

EUGENE B. CLARK, PRESIDENT OF THE  
CLARK EQUIPMENT CO.

"SYSTEM Magazine keeps me posted on the trend of modern business—on what's happening in other organizations, and gives me many suggestions for use in our own organization."

*Eugene B. Clark*

NUMBER CLXXXII in the series of portraits of readers of SYSTEM

A  
O

In Lo  
years  
office. v  
composit  
we shall  
H. O. deal fro  
night he  
back, as  
2 cents."

Time v  
disappea  
night he  
tion, the  
fatigue.  
be realiz  
night for  
been tire  
day to se  
have mad  
called th  
been una  
which he  
the purpos  
of stand  
concrete

The ne  
turned t  
looked a  
finally lo  
case of a  
ing it ou  
of rubbe  
heel of h

He tac  
and turn  
positor sa  
your dam

H. O.  
livan.

This w  
livan's Ru  
other co  
livan's ex  
Heels' im  
cities—di

They d  
O'Sullivan  
he knew  
had to do  
to sell the  
he had to

Reprinted  
Walter Th  
Advertising

# A Backache Made O'Sullivan One of the Largest Advertisers

Advertising Breaks Down Resistance to New Idea

IN Lowell, Mass., twenty-two years ago, there was a printing office, where, among the other compositors, there was one whom we shall call, for the moment, H. O. This man suffered a good deal from backaches. Often at night he was so tired out that his back, as he put it, "wasn't worth 2 cents."

Time went on and the backaches disappeared for a while. But one night he felt the same old affliction, the backache and the heavy fatigue. It set him thinking, for he realized that it was the first night for some weeks that he had been tired. He thought over the day to see what it was that could have made the difference. He recalled that on that day he had been unable to find the rubber mat which he had lately acquired for the purpose of relieving the strain of standing all day on the hard concrete of the shop floor.

The next morning when he returned to the printing shop he looked all over for the mat and finally located it under the type case of another compositor. Pulling it out, he cut off two pieces of rubber about the size of the heel of his shoe.

He tacked these on his heels and turning to his fellow compositor said, "Now you can have your damn old mat."

H. O. was Humphrey O'Sullivan.

This was the starting of O'Sullivan's Rubber Heels. Did all the other compositors profit by O'Sullivan's example? Did O'Sullivan's Heels immediately spread to all cities—did everybody wear them?

They did not.

O'Sullivan had a good thing and he knew it, but he found that he had to do three things. He had to sell the heels to the cobbler; he had to tell the people about

them; and he had to make people believe.

O'Sullivan was a good salesman. He succeeded in selling a good many dealers. Others he did not. Even those whom he did sell failed to move the heels.

O'Sullivan found that he had to tell the people for the dealer. He had to make the public believe that Life's walk would be an easier one with O'Sullivan's Heels to cushion the way. He had to create in the public mind a strong desire for O'Sullivan's Heels. He had to make people ask their dealers to put these heels of live rubber on their shoes.

This he did by taking his message direct to the people—by utilizing the power of the printed word.

You have often told a friend a piece of news and seen by his face that he didn't believe it. But later, when your friend came across the same piece of news in the paper, he accepted it as reliable news.

Through advertising, by using the power of the printed word in newspapers, O'Sullivan made the public want his heels. The dealer who was carrying O'Sullivan's Heels sold them. And those dealers who had before refused to buy of the salesmen now gave them orders. To-day one out of every four New Yorkers wears O'Sullivan's Heels.

With the help of advertising, O'Sullivan's salesmen have put their rubber heels on the shoes of 1,400,000 people in New York City alone.

All salesmen know other stories like that of O'Sullivan's Rubber Heels. It is only one case out of many in which advertising has helped launch a new product.

Advertising won commissions for O'Sullivan salesmen, by carrying the story of the heels to a market they could not cover—to the buying public.

Reprinted with permission from J. Walter Thompson Company's "How Advertising Helps Salesmen."

# Honest Advertising to Aid American Products

Quality and Fulfilled Promises Key to Foreign Markets

By Roy G. Owens

Vice-President, Lakewood Engineering Company, Cleveland.

AT this time of great opportunity for the development of trade with our overseas neighbors, I often wonder whether we Americans, with our successful experiences in the development of our own country—the development of our natural resources—the development of demands and supplies within ourselves—(only 5 per cent of our production has ever found an outlet in export trade)—whether with our successful participation in the great world war and our success in other disputes which have arisen from time to time during our natural life, I wonder whether these experiences have not developed in us something of an "ego" which we ought to "call up for attention" frequently, in order that it may not develop into a characteristic tendency which might be injurious to the future welfare of our relations with our neighbors.

I think, too—please consider the suggestions constructive ones that we might well consider that our national life has not taught us to plan our efforts very far in advance. Being born of and in a new country we have instinctively learned to cross bridges when we came to them, then if we found the bridges not built, washed out, or not strong enough to carry the load, we have fought our way across as best we could. Notable examples of the trait are our admitted unpreparedness for war and our present—admitted by some—unpreparedness for peace, that will come when Washington finally finishes its preamble, and unpreparedness for the rapid development of our world trade possibilities.

Should we not now individually

and collectively put our minds to the task of building strong earthquake proof bridges of commerce across the ponds which have until recently separated us from our neighbors, replacing the temporary pontoon structures which have been set up quickly during the recent strenuous years; between the peoples of other lands and our own, new bridges of confidence in the high principles of American business, confidence in the ability and integrity of the American producers properly to serve a larger clientele.

Undoubtedly the great commercial value of the war was its advertising and publicity value in establishing in the minds of the people all over the world a confidence in America's ability to act, to produce, and to do things effectively, quickly and well. This advertising is what sales managers call prestige or institutional advertising, and, like all other forms of advertising, will have a meagre and only temporary value unless it is immediately and consistently supported with good, strong follow-up.

The "net," in my own mind, of a number of conversations on the subject of "foreign trade" (which term I strongly believe should be replaced with overseas trade or world trade) is that many of us look at the situation as an opportunity all right, but see it largely through the eye of the merchant who has the goods behind the counter and who is rather willing to take orders and deliver to our customer who wants them for cash, and who takes the trouble to walk into the store and say so. This is the kind of a merchant who has the



"Wanted—a Correspondent, Salary \$15,000," is the title of a booklet which will be sent free on request to Department C.

You couldn't  
give your let-  
ters a better  
chance to ac-  
complish your  
hopes than to  
write them on

# Old Hampshire Bond

*Old Hampshire Stationery graces the social letters  
of particular men and women. Free samples will be  
sent on request to Department C.*

HAMPSHIRE PAPER COMPANY  
So. Hadley Falls, Massachusetts



**In the Center of Advertising Activity—  
The Printing Crafts Building is the home  
of the Trichromatic Engraving Company**



**WE** are located in the two upper floors of this large, sunlit building; close by to the majority of big printing plants, publishing houses and advertising agencies. The Post Office, the Pennsylvania Station, surface lines and subways—all close at hand, and helping to give you quick service.

We're busier than ever, engraving color plates that make the advertiser happy and the printer glad. Try us on your next COLOR job!

## The TRICHROMATIC Engraving Company

461 EIGHTH AVENUE, NEW YORK CITY

J. H. TRYON

C. A. GROTH

goods and who feels that when he has hung up a sign "John Turner, General Merchandise," over the front door, he has done all he can do until somebody walks along, sees the sign, and goes in to buy something. This merchant is the order taking kind, who "sells it for less."

Anybody can take orders when the other fellow wants the goods and the "price is right." There's another kind of a merchant who has the goods, too, and who also puts up his sign over the front door, but he doesn't think everybody who might be a good customer walks by his place and sees his sign, so he finds a way to reproduce the sign with descriptions of what's inside and gets the story across to all possible customers who come within his range of vision and activity.

This merchant has a real sales organization of fellows who visit his possible customers at the customers' headquarters and who know how to help the customer select the kind of merchandise the customer can use to best advantage. This merchant puts a representative on the ground to help the customer study conditions at first hand. This organization is selling ideas as well as merchandise, and they don't bother so much about competition and prices—what they have got to do is to get their customer's problem answered in a way that will be most profitable to the customer, so that quality and adaptability of the ideas, articles or machines is the only real competition.

The only real competition in merchandising after all is—competition of brains—and the American merchant who goes after what he wants need not fear the ability of his American methods and organization to hold their own. This kind of a merchant and his organization is the one which produces the goods upon which rests the reputation of the "house."

Quality production—delivery to destination in first class condition as promised—not "good or will

## Voluntary Circulation

### VOLUNTARY CIRCULATION—

In March, 1914, we cut out all subscription solicitation in the way of personal solicitors and canvassers. Our idea on this was to put the circulation of the American Wool and Cotton Reporter on a bed-rock—on an absolutely voluntary basis, to have no one on our subscription list who didn't belong there, who didn't have a distinct use for the paper. We didn't want a subscriber who was not sure in his own mind that he wanted our paper, at least \$3.00 worth a year.

Since the above date, we have not employed a personal subscription solicitor, or anything in the form of premiums, cut rates, combinations, etc. Today the American Wool and Cotton Reporter subscription list stands at above 5,000, absolutely bona fide, paid-in-advance subscribers. When a subscription expires we bill the subscriber once for a year in advance and he either pays the \$3.00 immediately or his name goes off the list.

Here are more than 5,000 subscribers in the textile manufacturing industry—the largest manufacturing industry in the United States in point of capital invested, operatives employed, wages paid, and value of product, a circulation that is absolutely voluntary, paid in advance at full rates—and no other textile paper in the industry has a higher subscription price than the American Wool and Cotton Reporter—most of them are lower.

If there is anything in the above that advertisers do not want, we ask for suggestions for betterment. If this is the kind of circulation that advertisers want, we will be glad to furnish rate cards and information.

We not only want to carry the advertising that the American Wool and Cotton Reporter deserves and that the industry warrants, but we also want to give a personal service to assure immediate and satisfactory results.

*Advertising rates upon application*

### American Wool and Cotton Reporter

530 Atlantic Ave. BOSTON

*The Largest Selling  
Quality Pencil in the World*

# VENUS PENCILS

Your work will be more easily, quickly and satisfactorily performed, if you fit it with a VENUS Pencil.

**For Officers and Executives  
B and HB**

**For the Copy Room  
5B and 4B**

**For Stenographers  
3B and 2B**

**For the Art Department  
6B to 2H**

Plain ends, \$1.00 per doz.

Rubber ends, \$1.20 per doz.

*At all stationers  
and stores*

**American  
Lead Pencil Co.**

205 Fifth Ave., N. Y.  
and London, Eng.



make good"—"but good in the first place always." This is what the merchant calls "after sales service." This is the merchant who has successfully handled the domestic trade, and who will successfully, in world trade, build up a clientele which will be a permanent clientele, because of the confidence which he will have built up in their minds.

This is the merchant who believes "everything comes to him who waits," but, who thinks everything will come much quicker if he goes after it. This is the merchant who thinks his organization and what they have to sell is as important to the health of his trade, as the doctor is to the health of his patients, and who knows that the doctor's patients will always come back—go a long way out of their way to come back—if the doctor gets the answer the first time. And there might be a perfectly good doctor in the next office who could write the same prescription; he might even charge a little less—but he doesn't get this patient business—why? Because the patient has walked across the bridge of confidence which connects directly with his own doctor.

Few who read this have ever changed tailors until they were forced to do so by circumstances, or, until their tailor showed a lack of interest in them, or turned them out a misfit.

It's just human nature to do things by habit, and our American job in world trade is, I think, one of educating the overseas customers into the habit of trading with Americans for those things with which we are best able to serve them. It is not a question of dividing the business equally, or in some other proportion. It is not a question of "get our share of the business." It is, I think, a question of using American merchandising methods to create a new desire; a new demand for American merchandise, and for us to satisfy that desire by supplying the new demand.

When we consider the enormous potential buying power of

The William  
DARLING  
PRESS offers  
a superior service  
for the production  
of Sales Literature,  
including Copy, Ill-  
lustrations, Engrav-  
ings and Printing  
*of the Better Grade.*



88 Gold Street, New York  
Telephone, Beekman 3710

# CONDÉ NAST

Announces the following appointments

---

**GEORGE S. NICHOLS**

Advertising Manager of *Vanity Fair*

**LOUIS H. HERBLIN**

Western Advertising Manager of  
*Vanity Fair*

**WALTER W. MANN**

Advertising Manager of  
*House and Garden*

**FREDERICK L. B. FOOTE**

Western Advertising Manager of  
*House and Garden*

---

**THE NAST PUBLICATIONS**

19 West 44th Street, New York

*Western Office, Stevens Bldg., Chicago*

the many peoples who as yet are living on a much lower plane than ourselves, it, to me, presents an opportunity which resolves itself into an enormous task for all of us, and one which American methods, properly adapted to conditions in various overseas lands as we find them, will secure and maintain for us, a continuing leadership.

Consider now the development of our own domestic trade. Mention any one hundred or one thousand articles, and I will show you that our great grandfathers, or our great great grandfathers never heard of such things, and would have considered the use of them extravagance, but that their succeeding generations have been taught to use, what our forefathers thought extravagant, until they became actual necessities of life. During the war we heard a great deal of so-called non-essentials, and there were a great many articles which we no doubt could get along without, but, the point I seek to make now is, that there is no such a thing as non-essentials when you look at the possibilities of creating new essentials. The only essentials of our early ancestors were necessary food and protection from cold. All other demands are man created things. Let me repeat: our opportunity is that of creating new demands; then supplying the demands.

In every domestic industry, you will find at least one outstanding producer who has risen to leadership in his industry through the prestige of public opinion moulded, in his favor, through the power of publicity, advertising and salesmanship, backed with real product and production service. There are some leaders of industry who have obtained the leadership they enjoy, by prestige or public opinion, which learned to favor them over a long period of years, because they had been doing business, producing substantial product at the same old stand.

Now our so-called European competitors, and I think they will

**"When Seconds Count"**



**"Catalogs Quick!"**

Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

**Kenfield - Leach Company**

*"Chicago's Leading Printers"*  
610 Federal Street, Chicago

**"See This Lock"**



**Parcel Post Carrier**

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING OR TYING necessary.

*Ask for Samples and Prices*

MADE ONLY BY

**Chicago Carton Company**

4433 Ogden Avenue 316 Fifth Avenue  
CHICAGO NEW YORK

# **Copy Writer Wanted**

*by a New York Agency*

We want a trained copy man, about 30 years of age, to work in co-operation with the executives of a strongly financed and growing agency—a man who can assist in the formulation of plans and who can take those completed plans, or the plans and data furnished to him by others, and turn out sane, forceful, practical copy.

We don't want a visionary or a mere temperamental handler of words. We want a man who is experienced, adaptable, discreet and eager to put his very best effort into the work. Such a man will find congenial environment and broadest opportunity.

If you feel that you can meet these conditions, write fully, stating where you have been employed, the lines you are most familiar with, age and salary expected.

Please do not call.

Please do not telephone.

**Allen Advertising Agency**

*Established 1876*

347 5th Ave., New York City

come back strong, given a little time, have built their world trade leadership by much slower sales methods than are employed in America. They have taken years to build up the leadership they enjoy. Can we not now follow the example of many of our American leaders in domestic industry, and attain a volume of business equal to, or far ahead, of our European contemporaries, by creative work, building up quickly, through red-blooded American ideas of advertising, salesmanship, and quality product, in a very few years, or shall we let things take their course, merely hanging out our sign "Uncle Sam, General Merchandise, Cash or Credit."

Most of us believe that "as ye sow, so shall ye reap," but many of us would also rather reap than sow.

America's position as storehouse of the world puts us in a position of reaping the harvest of a seller's market. No question but that American business will take a lot of orders in the early years to come. Our product is being sought; we are being asked for credit, we shall extend credit to those who are morally entitled to it, but we must sow again and continuously, if we are to reap a continuing profitable harvest.

Till the new soil with American publicity.

Plant with honest advertising for American product.

Confidence will bring showers and sunshine.

And our salesmen abroad will reap a great harvest, for American business.

Let's take the lead—"Let's go"—*New York Commercial*.

### **Advertising to Burglars**

"Appropriate styles in horizontal stripes" were advertised recently by Hanger's clothing store in Indianapolis. The advertisement appeared after the store's windows had been broken into on three successive occasions.

Sewall M. Osgood, formerly with Critchfield & Co., of Chicago, has been released from the French ambulance service and has joined the Chicago office of Power Farming Press.

OS

14 W

# Getting Close to Your Prospective Customers

You appreciate the difference between close personal contact—and cold, long-distance messages, when it comes to selling your product.

We have a medium that gets *closer* to a prospect than any other advertising medium at your disposal—and you can **test** its pulling power at a cost that is ridiculously reasonable.

*Write for Details*

**OSELDA CORPORATION**

14 West 40th St.

New York City

# "See How Easy It Is"

That's the title of a booklet that has been sent on request to thousands of people who were anxious to know the easiest, quickest and best way to secure sound insurance-protection at low net cost.

This booklet tells the story of the direct way of arranging a policy through the



## POSTAL LIFE INSURANCE COMPANY

Resources more than \$9,000,000

Insurance in force \$40,000,000

Nowadays no one questions the value, or rather the necessity of home-protection, which in thousands of cases saves women, children and dependent old-folks from the grip of poverty; which educates the young, lifts the mortgage on the home and is safe when banks fail. In fact the POSTAL LIFE, through more than fourteen years of success, has proved itself to be the Company of

### Safety, Saving, Service

It is *safe* because it operates under strict State insurance laws and is subject to the United States Postal Authorities; it *saves* because it does business without the expense of agents; it renders *service* by giving policyholders the privilege of monthly payments, if desired, and it also extends to them, without extra charge, the benefits of its HEALTH BUREAU and periodical HEALTH BULLETINS.

### Find Out What It Will Do for You

#### Strong Postal Points

**FIRST:** Standard Policy reserved Resources more than \$9,000,000. Insurance in force, \$40,000,000.

**SECOND:** Old-line *legal reserves* insurance, not fraternal or assessment.

**THIRD:** 9½% dividends guaranteed in your policy and the usual contingent dividends paid as earned.

**FOURTH:** Standard policy provisions, approved by the New York State Insurance Department.

**FIFTH:** Operates under strict New York State requirements and subject to the United States Postal Authorities.

**SIXTH:** High medical standards in the selection of risks.

**SEVENTH:** Policyholders' Health Bureau provides one free medical examination each year, if desired.

You should take advantage of POSTAL benefits and economies. Call at the Company's offices or simply write and say: "Mail insurance particulars as mentioned in PRINTERS' INK for January 8th." Also send me the booklet, "SEE HOW EASY IT IS."

In your letter be sure to give:

1. Your full name.
2. Your occupation.
3. The exact date of your birth.

You will receive full information based on official reports regularly filed with the New York State Insurance Department. Writing places you under no obligation and no agent will be sent to visit you. The resultant commission-savings go to you because you deal direct.



## POSTAL LIFE INSURANCE COMPANY

WM. R. MALONE, President

511 FIFTH AVENUE, Corner 43rd Street, NEW YORK

# Where Does Sentiment Belong in Advertising?

Heart-Interest Copy That Has Put Over Some Difficult Campaigns

By W. Livingston Larned

"CUT out the mush," said the man connected with an advertising campaign, still in the formative stage. "I simply can't stand that gush. It's too sloppy for any use."

"But," protested the copy man, "I think sentiment will serve our purpose well. In fact, I am convinced it is the only thing for us to use. What's the matter with a little sentiment, anyhow?"

"Leave it to the movies and the Laura Jean Libby penny dreadfuls," was the comeback; "it goes against my grain every time I read these steam-heated appeals."

"The movies! Now you have it. Go to any large motion-picture theatre of the better sort and you'll find that sentiment is the thing that always and invariably gets over. It's as potent with the shop girl as with the well-to-do business man's wife. He himself has a weep when Maggie is turned out into the cold; he grins with sheepish pleasure when the final close-up shows Jim and his sweet-heart kissing against a Western sunset. Do not despise the 'mush,' as you term it. Life is based on sentiment."

"There is a certain percentage of sentimentalists, but—"

"Everybody has a dash of sentiment in his makeup. They'll not always admit as much—in fact, they will do everything in their power to make you think they have none, but it's there just the same. Different people are moved by different brands of sentiment. It is possible to straddle these and strike a happy medium that is well-nigh universal."

"But it's undignified. I do not want to see that campaign going out, tapestried up with gurgles and heart-throbs and snug, well-wombed phrases."

"We must sell the idea and the

product. The manner of doing it is incidental. I disagree with your contention, however, that sentiment, in any guise, is clap-trap. There is nothing more ethical than copy which moves people to tears or to laughter, which reaches down to some wellspring of pathos or passion or love, or, hang it, any of those other human elements."

These men were discussing an account that is now nationally known.

It began with prosaic, dignified copy and illustrations and it failed. Now sentiment is used; pure, undisguised well-sweetened heart-stuff, and success came with the first advertisement in which this policy was expressed. The illustrations are as sentimental as the text. People write in and praise the campaign. Its sponsors claim it has accomplished more than to sell an idea—it has made people think, who didn't do enough before, in the right direction. Every advertisement is an evangelist in disguise.

What do you think?

## SENTIMENT UNASHAMED

Here and there, in the vast, varicolored stream of advertising that comes gushing from the printing press, we find a campaign that gives itself up wholly and rather proudly to sentiment. Nor is it veneered sentiment, boiled down to the ghost of the original brew. It's good raw meat for the lions. It is as primitive as "Uncle Tom's Cabin," as obvious as "The Old Homestead," and as full of treacle as "Little Lord Fauntleroy."

The first impression—at least to men who have come to think in certain, matter-of-fact terms—is one of resentment. It's so overdone. It's palpable. It's false. It isn't life. It's forced and unreal.

"Read that!" a friend of mine says to me, heatedly, "did you ever read such rot in all your life?"

It might not be a bad idea to hear the observations of a man who deals in sentiment, wholesale. It's his stock in trade. His business is the writing of "heart-interest stuff." He is reticent when it comes to having his name mentioned, but he is certainly not reticent when it comes to defending his belief in the power of all people to assimilate sentiment. For years he has written more "sentimental copy" than perhaps any other living writer of advertisements.

This man has conducted innumerable "Charity Drives," and there is nothing more difficult nor exacting. He has taken a definite stand in the matter of procedure. Every campaign thus conducted by him has been a paid drive. Space is contracted for at regular advertising rates. When he illustrates his layouts, he secures top-notch artists and remunerates them according to the market price.

But here are a few observations, after a talk with him. Oddly enough, he is no sentimentalist in business matters. He does everything with a definite reason.

"People always respond to sentiment. There is such a thing as a too subtle sentiment. Be blunt about it—outspoken. I have formed my opinions from a study of the American stage and of the stage abroad. It is necessary to exaggerate values slightly across the footlights. That is true of the printed message. Why? Because when you talk to people in print, you yourself are not there to shade the message, to refine it with gesture and facial expression and human warmth. The blood is missing. Something must make up for that lack. Words must accomplish it, and the very elaboration I have suggested.

"I think this rule applies to all copy writing, for any purpose. Type gives everything but the animation of the speaker. A rather homely speech will impress people if it is delivered properly. Copy writers should compose advertis-

ing with the knowledge that hearing a message spoken is far more convincing than reading it.

"Sentiment is one of the very greatest moving powers we have. It accomplishes more than entreaty, command, conviction, analysis.

"One of the most successful advertising campaigns for charity ever devised was humanized by the photograph of a helpless little fellow strapped to a board. It was almost an advertisement in itself. It was unnecessary to say much. That picture was an inspiration. It sold the idea of humanity, kindness, charity, love and compassion to more persons than any similar campaign has ever done. The same elements were present in the Red Cross poster, used during the war, under the title 'The Greatest Mother in the World.' This country remembers that design with loving tenderness. It brought instantaneous response. It brought money. And here again, a helpless morsel of clay was clasped in loving arms. There was a tear in every brush-mark of the painting.

#### A NEW RED CROSS SUCCESS

"The latest Red Cross campaign has made, as one of its banner productions, a purely sentimental picture appeal. They have titled it, 'Thine Is the Glory,' and F. Luis Mora's beautiful canvas shows a Madonna-like Red Cross nurse, with face upturned to a spiritual light, and white draperies fading into the darkness and the flames and the horror of the past. Clinging to her, with one tired hand barely touching the hem of her raiment, is a doughboy helmeted and grimed with battle. It will be known, also, as 'The Madonna of a Thousand Faces,' for Mr. Mora, the artist, used as his inspiration for the face, a composite photograph of one thousand faces of Red Cross workers. The process is interesting. The camera is set in a fixed position. Then the thousand exposures are made on the same plate, one over the other from separate photographs.

"Several years ago a campaign

# THE PITTSBURG PRESS

In 1919

## Beat Its Own World's Record

Of the preceding year, by publishing during the year just ended a total volume of paid advertising of

**24,562,048 Agate Lines**

Exceeding its unequaled lineage of 1918 by

**4,880,792 Agate Lines Gain**

In addition, THE PRESS  
**Omitted Nearly One Million Lines**

Of advertising offered, on account of restriction on size of paper in the interest of newsprint conservation.

**Reason:** Greatest Result Getter  
Largest Daily and Sunday Circulation

---

**MEMBER A. B. C.**

---

Oliver S. Hershman, President and Publisher  
Harry C. Milholland, Vice President & Adv. Mgr.

I. A. Klein, Mgr., New York Office  
Metropolitan Tower, New York

John Glass, Mgr., Chicago Office  
Peoples Gas Bldg., Chicago, Ill.

5  $\frac{1}{2}$

# Thousands Columns

During the last six months of 1919 The Ohio State Journal recorded the greatest paid advertising gains in its history. An average increase of

- 30 columns a day
- nearly 1,000 columns a month
- a total of 5,414 columns

*The Ohio  
State Journal  
Reaches the  
Buying Power  
of Central  
Ohio*

The paid advertising gain made by The State Journal, which averaged 84% for the last six months, is double the combined percentage gain of all other Columbus dailies for the same period.

## The Ohio State Journal.

*"The Fastest Growing Paper in Ohio"*

STORY, BROOKS & FINLEY, Foreign Representatives  
NEW YORK, Fifth Avenue Building CHICAGO, Peoples Gas Building  
PHILADELPHIA, Colonial Building

# Advertising Gain Last Six Months 1919

was conducted in behalf of the Boys' Club, an organization which is doing a great work for the lads of the poor in New York. There were twelve pieces of newspaper copy and all illustrated. One brought superlatively more responses than the others. Its theme was a ragged little urchin asleep in a rainstorm back of a barrel. It was a big city alley and a shivering dog, a mongrel, had crouched beside the boy. They were asleep together—outcasts.

That picture and that idea sold the idea of charity to New York. And yet some professional advertising men sneer at sentiment! The power to assimilate sentiment differs. Different people react to it in different ways. I know men who will cry through a rather pathetic scene in the theatre, and yet are ashamed of their own tears—brush them away in the dark and look guiltily around to see if anyone noticed it. These types, faced with a piece of sentimental advertising copy, would doubtless sneer and say: That's nothing but mush!

"There is a current campaign running in the New York newspapers for The Boys' Club of Avenue A and 10th Street. Sentiment, pure and simple, runs through the copy, although it is keyed to social problems. Little homeless lads there are, who run wild in the city streets. Are we to permit the seed of socialism and Bolshevism to find fertile soil in these waifs of humanity? The Club is lifting them out of their sordid surroundings. As the cold nights come on, there is a certain snug, warm place, with a big, old-fashioned fireplace, where logs simmer, and where boys are welcome—where they can sit in a happy little circle, with the firelight on their eager faces, and hear stories told. There is a gym and rest rooms and cots and someone to love them. And as summer travels down the long trail through the brick and cement canyons of New York, there is another place—a camp at Riverhead, Long Island—just the sort of a place that real boys like, with

## Big Sales Manager Wanted

We have an unusual opening for a big man. Preferably he should be one who is experienced in merchandising articles in a broad way, who has had a large corps of salesmen under him; who is a good executive and a good organizer. He should have broad vision and tremendous energy.

This advertisement is inserted by a prominent manufacturing concern, established for many years, and now conducting a large and successful business.

A new phase of the business is to be developed on a large scale. The enterprise will be national in scope. Only men capable of handling large affairs and with a clean and successful record of business activity should reply.

It would be well to mention salaries that you have received, or participation in profits as executive or partner. A share in the profits is contemplated, as well as a substantial salary.

Please give full details regarding age, business experience, etc. All replies strictly confidential. B. J., Box 134, care of Printers' Ink.

## Experienced Food Salesmen WANTED

We will soon place upon the market our new breakfast cereal—**WHOLE WHEAT NUGGETS.**

NOW is the time when salesmen of the right calibre can cash in on a really wonderful opportunity to increase their salaries and establish themselves with a big cereal concern where the opportunities are limited only by their own ability.

Men who are *aggressive*, *capable* and *experienced* in selling either cereals or other food products will do well to let us consider their applications. Unless you *are* aggressive and capable of earning a large salary, don't bother to write.

For our convenience, and because of their more central location, send YOUR APPLICATION TO OUR ADVERTISING AGENTS

**THE J. A. SNYDER COMPANY**  
208 So. LaSalle St.,  
Chicago

*Don't wait, for we want men soon.*

**Midland Cereal Products Co.**  
**FOSTER BLDG.**  
Denver Colorado

fishing poles and swimming holes an' everythin'.

"I sent out 10,000 booklets not long ago in behalf of a certain New York charity. We used as an illustration a quaint figure of a tiny four-year-old tenement child. He had sunny but unkempt hair and his big blue eyes looked out at one hungrily, appealingly. It was one face in a thousand. Tragedy of years and innocence of youth were woven into that portrait. His soiled hands were lifted and upraised—to you, the reader. That photograph collected \$30,000 through direct-by-mail advertising.

### AN APPEAL TO THE HEART

"I have followed, with sympathetic understanding, a series of full-page advertisements published for the Near East Relief. Advertising friends of mine have called my attention to them, and suggested that they were very silly, overly-sentimental, far-fetched. But sometimes advertising men are the poorest judges of advertising. Their viewpoint is too self-interested.

"These appeals for the Near East Relief are having the desired result. I know why. They strike at the heart, bravely, bluntly, and perhaps crudely. Listen to this: 'The mother, creeping back, gaunt and cold, from the desert, has put down the thin little bones with those that strew the road, so many, many miles, and has sunk down beside them, never to rise again. Only a little child, and a mother, out there on the bleak Armenian road—but what is that vision hovering there, and what is that voice the cold winds bear to the ears of our souls—"I was hungry, and ye gave me no meat—I was naked, and ye clothed me not." To-day, yes, to-day, while we are preparing our gifts—many more of these little children—not a hundred, nor a thousand, but two hundred and fifty thousand of them—are still wandering uncared for and alone in that dead land, "their weazened skins clinging in fear to their rattling bones," and they are crying out with gasping

The  
Large  
Bigges  
Bigges  
Bigges  
Larges  
Large  
Large  
Large  
Lowes

Gill

H

L  
C

# Morning Record Meriden, Conn.

The only A. B. C. paper in the city;  
Large lead in circulation—**proved**;  
Biggest circulation in the Homes;  
Biggest City Circulation;  
Biggest Suburban Circulation;  
Largest volume of local display advertising;  
Largest volume of Paid local "Want" advertising;  
Largest volume of National advertising;  
Lowest advertising rates per thousand of circulation.

Eastern business handled from the HOME OFFICE  
Gilman, Nicoll & Ruthman, Western Advertising Representatives,  
Tribune Building, Chicago

# *The* Britton Printing Company

*Printing for Advertisers*  
**CATALOGS**  
**MAGAZINES**



LARGEST PLANT IN  
**CLEVELAND, OHIO**

86 per cent of the buyers are outside of Boston

# New England's Great Market

## \$2,800,000,000

There is spent here yearly for the following 12 Lines alone

**\$1,404,000,000**

Bakery Goods.....	\$345,000,000
Canned Goods .....	115,000,000
Clothing, Men's-Boys'	108,000,000
Cloaks and Suits.....	125,000,000
Drug Store Goods.....	90,000,000
Electrical H-H'l'd Goods.....	68,000,000
Foods, Prepared .....	118,000,000
Jewelry Wares .....	73,000,000
Millinery Goods .....	48,000,000
Musical Instruments .....	61,000,000
Shoes, All Kinds.....	148,000,000

Surely it is worth while to go after this great market. Here are fifteen of the best dailies to win this great market:

LYNN, MASS., ITEM

SALEM, MASS., NEWS

SPRINGFIELD, MASS., UNION

TAUNTON, MASS. DAILY GAZETTE

WORCESTER, MASS., GAZETTE

PAWTUCKET, R. I., TIMES

BRIDGEPORT, CT. POST and STANDARD-TELEGRAM

NEW HAVEN, CT., REGISTER

NEW LONDON, CT., DAY (Evening)

WATERBURY, CT., REPUBLICAN

PORTLAND, ME., EXPRESS

BURLINGTON, VT., FREE PRESS

MANCHESTER, N. H. UNION and LEADER

FITCHBURG, MASS., SENTINEL

LOWELL, MASS. COURIER-CITIZEN

EACH OF THE NEWSPAPERS here named is a power in its home community.

breaths, "I am hungry! I am hungry! I am hungry." And the voice of One who watches us comes again to the ears of our souls—"I AM HUNGRY!"

"A two-column sentimental advertisement, written in this same vein, caused a rich New Yorker to call at one of the city's hospitals for children suffering from tuberculosis of the bones, with a dozen covered automobiles to take them to a large restaurant for a turkey dinner and give them baskets of toys, and shiny new five-cent pieces, and buy half the Hippodrome for one performance, that they might laugh and forget their agony of mind and body. Sentiment may be 'sloppy' but it sells the 'goods.'

"This month New York will see a wonderful advertising campaign conducted for the House on Henry Street. Did you know that this charity conducts a dozen or more stations in Manhattan, where nurses are always on duty? A poor family may telephone to any one of these, and a kindly nurse will hurry forth, day or night, to relieve the sufferer—she will remain at her post until life burns more brightly, or the candle is snuffed out. And the cost is counted in pennies, not dollars. Sentiment will be the copy theme.

"But advertising can learn a lesson from these charity drives. Sentiment is not necessarily confined to grief and heart-wringing. It may be employed in a great variety of ways and forms. Modern advertising copy should and can be HUMANIZED. The buying mood is influenced by sentiment, too."

#### Business Paper to Be Semi-Monthly

The *Bakers' Helper*, Chicago, has changed from a monthly to a semi-monthly publication. Hereafter it will appear on the first and the fifteenth of each month.

#### Walt Bloeser Is Agency Vice-President

Walt Bloeser, formerly with Lord & Thomas, Chicago, and the Chicago Tribune, is now vice-president of Greig & Glover, Inc., advertising agency, in Chicago.

## THE PORTLAND MAINE

### EVENING EXPRESS

**Wishes every reader of  
PRINTERS' INK  
A Happy New Year**

1919 has been a prosperous year for Portland and for the Evening Express and 1920 promises another prosperous year.

*The Julius Mathews Special Agency  
Boston — New York — Chicago*

**In nineteen  
out of every twenty  
homes in**

## BRIDGEPORT CONNECTICUT

a metropolitan city

When the combined circulation of the Post and Telegram covers ninety-five per cent of the homes of this great industrial city surely it is no wonder but just natural causes that make it the great sales force of Bridgeport. The

## Post and Telegram

metropolitan newspapers

sold at the one advertising cost is the great advertising buy of today.

**RESULTS TELL!**

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. Telephone 1346-7-8-9 Murray Hill.  
President and Secretary, J. I. ROMER. Vice-  
President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building,  
122 South Michigan Boulevard, KIRK TAYLOR,  
Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston,  
JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GAO. M.  
KOHN, Manager.

St. Louis Office: Post Dispatch Building,  
A. D. MCKINNEY, Manager.

Canadian Office: Lumden Bldg., Toronto,  
A. J. DENNE, Manager.

London Office: Craven House, Kingsway,  
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,  
JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price,  
three dollars a year, \$1.50 for six months. Ten  
cents a copy.

Foreign Postage, two dollars per year extra  
Canadian Postage, one dollar.

Advertising rates: Page, \$50; halfpage, \$45  
quarter page, \$22.50; one inch, minimum \$7  
Classified 30 cents a line, Minimum order \$2.50

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

EDITORIAL STAFF:  
C. P. Russell Frank H. Williams  
Helen A. Ballard Albert E. Haase  
Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, JANUARY 8, 1920

## Catastrophes Which Didn't Happen

I am an old man and have had very many troubles, most of which never happened. Our country might well make the remark, as it looks back over the last twelve months. How many times did the prophets of evil, like that well-known hermit in the "Seven Keys to Baldpate," assure us that the country was to be overturned by a revolution—burned to a cinder, or hit by a playful comet. Definite days, some of them but a few weeks in advance, were set by these cheerless ones for the impending catastrophe. The Seattle strike, the steel strike, the Boston police strike, the threat-

ened railroad strike, the coal strike, all of them were immediately to usher in a new economic system on the heels of a bloody revolution. Yet the world went on, the dread days came and went and the report of the Department of Labor for the last week of 1919 showed a new low record for industrial disputes. Apparently American labor went through the listening stage in 1919 and didn't particularly like what it heard.

This year should prove a year of less talk and more application—less calling of names and more accomplishment, less restriction of production and more honest effort for the good of the whole public. We thought 1919 was going to be a year of reconstruction—we found it a year of jazz. Let's all do less talking and more work, it is the touchstone of real prosperity.

## Folks In Glass Houses

One of the exasperating things in this cost of living discussion is that the discussionists are able to explain most convincingly why high prices prevail in their business, but they cannot see why the fellow in the other line is charging so much. They forget that all businesses are in the same boat. The factors that are causing the high price level in one line are practically the same factors that are boosting prices in every other line.

Men in high places are sometimes guilty of this purlblindness. William M. Wood, of the American Woolen Company, recently worked himself into a tantrum and threatens to start a huge store, selling at cost, because he thinks he has discovered that Lawrence stores are profiteering at the expense of his employees.

Mr. Wood now comes out with an interview explaining why clothes are costing so much. He shows clearly that it is due primarily to the fact that the public is insisting on wool garments only. Any one who reads his splendid statement must be convinced of the justness of the high prices be-

ing charged for clothes. He makes his case quite complete. But should it not occur to Mr. Wood that perhaps the food manufacturer, the shoe manufacturer, the furniture manufacturer and the manufacturer of other necessities could give equally as good an explanation of why their products are high? Likewise those harassed Massachusetts retailers could explain, we are sure, to the satisfaction of all that they are obliged to get the prices they are charging.

In these days of unavoidably high prices, it is a good rule for folks in glass houses not to throw stones.

**Intolerance vs. Americanism** America is a nation of men who work for the joy of creating. Ninety per cent of American citizens are loyal—whether they work in mines, counting houses, in big business concerns as clerks, accountants or owners, or drive a trolley car on Grand Street. They are loyal, if loyalty means a belief in our form of Government, a belief in progress through orderly evolution, a belief that success of the individual comes only through the success of the nation as a whole. The rank and file of all men in all parts of America are sound in heart and spirit. The present struggle so called is the struggle for leadership.

To-day America stands at the crossroads. To the left—down the hill—goes the road of intolerance; to the right—up the little rise—the road of understanding the other fellow's viewpoint beckons us. The road of intolerance has many men who recommend it highly, as a short cut to Utopia—the land of our dreams. The guides who would send us in that direction are of many types—visionaries, dreamers, bigots, self-seekers, men who would ruthlessly employ their own kind as stepping-stones to unearned wealth and ill-gotten power; some of them are successful business men, respectable members of well-known clubs who insist upon label-

ing people who disagree with them, with over-advertised and uncouth names. Each has his own special brand of intolerance, and he is trying to sell it to the American people.

Yes, the great mass of Americans are loyal to the best ideals of our Government, loyal to the sound, economic truths upon which all governments rest. Unfortunately, the great mass often allow intolerant leaders on both sides to speak for them. They do not join in the battle of phrases and the calling of names, or the carrying around of the chip on the shoulder. Unfortunately, they are often mute. But they are doing a lot of thinking these days, and they will refuse to follow false leaders, no matter what doctrines they preach, who recommend the path down the left-hand road of intolerance, lighted by the "flickering fires of fanaticism." The great, loyal mass of American citizens, upon whom the future of our country depends, have no use for the eager guides who sound the false toxin of wealth without work. They have no more use for the man who flits from winter resort to summer resort on the coupons from his grandfather's bonds and lives without useful work or effort, than they have for the man at the kitchen door who asks for his unearned piece of bread and cup of coffee. They, the common folks—folks who believe in each other regardless of self-appointed trouble makers on both sides—are bearing steadily toward the road to mutual understanding and conciliation.

The present momentous times call for straight, constructive thinking—for a determined, unremitting, hike up the hilly road to the right, the harder road of trying to understand the other man's viewpoint.

Our folks believe in conciliation, not in unconditional surrender to the demands of any particular class of citizens, nor in jellyfish acquiescence to sentiments that they know to be dangerous for the well-being of the whole country. They are halted

at the crossroads. They are tightening up their bundles. They are preparing to carry the white man's burden up the hill toward truth. And they are getting ready to leave their wrong leaders, on both sides, sitting there quietly at the crossroads, gazing off over the hills with dreamy eyes toward the faraway mountains of Utopia.

**Confusion That Hurts Banking**

One of the country's authorities on bank advertising tells us that a deplorable injustice is being done to banking interests by the persistent use of the terms "fraudulent bank advertising," "crooked bank advertiser," etc.

These phrases are flung about promiscuously. They are on the lips of almost every advertising man. Of course, what is really meant is the "promoter of worthless securities." It is unscrupulous promoters and dishonest brokers that often employ advertising to fleece the gullible public by the sale of shares in get-rich-quick ventures. These men are not bankers. Every legitimate banking institution in this country operates under federal or State supervision. The bank's advertising and in fact all its relations with the public must necessarily be honest. It is true many banks have investment departments, but if a banker allowed these departments to promote the sale of questionable securities, he would not last long.

It is unfortunate that there should be any confusion on this score. The public needs financial and economic education so badly that the advertising men and others who are doing the instructing should be careful not to cast unintentional aspersions on the very class of men with whom it is desired that the public should deal more freely. People should constantly be encouraged to take their investment problems to bankers and legitimate brokers. If they did, there would be less sale for wildcats.

Bankers are themselves partly responsible for the feeling of indifference that they inspire in many persons. Many bankers are entirely too cagey. Their austerity scares people away. The get-rich-quick promoter, on the other hand, is always so bland and affable that he wins people to him. His apparent good-fellowship inspires confidence. He knows that human beings almost invariably respond to geniality. That is how he fills his net.

It is the duty of everyone to foil the crooked promoter. He hurts advertising. He hurts legitimate investing. He dishonors business. The best way to foil him is for bankers and regular brokers to advertise their service in sufficient volume to offset the aggression of the fly-by-night promoter and then to back up their advertising by cultivating more friendly relations with the public.

**San Franciscan with New York Agency**

Fred Carver, who served overseas in the army for one year, and who was formerly head of the copy department of the Frank J. Cooper Advertising Agency, San Francisco, is now a member of the copy department of Sherman & Bryan, Inc., advertising agency, New York. This agency has also obtained the services of I. M. Harris and Dickson B. Potter for its service department. Mr. Harris was formerly with the McGraw-Phillips Printing Co., New York. Mr. Potter was recently discharged from the navy with the rank of ensign.

**Sphinx Club's January Speakers**

The 165th dinner of the New York Sphinx Club, to be held at the Waldorf-Astoria, on the evening of January 20, will be addressed by Herbert Kaufman of *McClure's Magazine*, Augustus Thomas, playwright, and Dr. Charles A. Eaton, who achieved distinction as head of the National Service Department of the U. S. Shipping Board.

**In Charge at New York for "Herald and Examiner"**

Wilbur A. Arthur, formerly advertising director of *Home Life and Mothers' Magazine*, of Chicago, has been appointed manager of the New York office of the *Chicago Herald and Examiner*.

*A consolidation of St. Louis Union Bank,  
Mechanics-American National Bank  
and Third National Bank.*

- an expression of the new spirit of St. Louis
- a challenge to the old order of things under which the trend of the big financial requirements was Eastward
- a ranking bank among the largest of the United States
- a clearing house for its clientele, on credit information relating to the great Southwest
- inviting nation-wide accounts, and offering legitimate lines of credit

Capital and Surplus \$15,000,000.00

**NATIONAL BANK  
IN ST. LOUIS**

## "Trims or Puzzles"

The kind of window trims that the retailer likes to receive and is willing to use is authoritatively discussed by W. Livingston Larned in the January 7 issue of the *Retail Public Ledger*.

Among the 104 other articles in this issue which are of distinct interest to merchants and advertising managers are:

"An Inventory That Means Something"; "The Atmosphere of Language" (one of the series on successful retail advertising); "Interest—As a Matter of Principle," by John L. Boyd, of N. W. Ayer & Son; "Closing the Account Without Losing the Trade"; "The Letters of Adelphi Daily—Demonstrator"; "A Machine That Proves the Value of Cloth"; the story of the Virginia Dare products; why Marshall Field & Co. keep their office boys; and 96 other live articles.

A year's subscription to this semi-monthly magazine of retail business costs only \$1. Send it today to the

**RETAIL LEDGER**  
Public Ledger Bldg., Philadelphia, Pa.

**Graffco**  
TRADE MARK REG. U. S. PAT. OFF.

Vise Signals



They Keep  
Your Records  
Straight

Graffco Vise Signals attach securely to file-cards and show at a glance information needed about credits, follow-ups, shipments, receipts, time limits, etc. Their 12 bright, permanent colors make classification simple and well-nigh error proof.

Over 50 departments of the U. S. Government and hundreds of national organizations and business houses use them. So do smaller firms.

Send for free samples.

**George B. Graff Company**  
294 Washington Street, Boston, Mass.  
Mfrs. of Time-saving Office Devices

## Government Figures On the Paper Situation

The Federal Trade Commission, on January 2, issued a special summary dealing with the paper industry, from which the following figures are taken: Indications are that the production of Standard News for 1919 over 1918 was about 9 per cent. The figures for Total Newsprint of all grades indicate that the increase in total production for 1919 over 1918 was a little more than 8 per cent.

The increase in newsprint consumption for 1919 over 1918 was about 14 per cent, and the increase for the fourth quarter of 1919 over the same period in 1918 was between 25 and 30 per cent.

Comparing the stocks on hand at the domestic mills with their average daily production based upon the weekly and monthly reports for the 18 months' period ended September 30, 1919, the figures show that newsprint paper mills stocks equal slightly less than 4 days' average output. Book paper mill stocks equal slightly less than 10 days' average output.

The increase in the production of newsprint in November, 1919, over November, 1918, amounted to about 15 per cent for Total Print and more than 17 per cent for Standard News. Mill stocks of both Standard News and Total Print decreased during November, 1919.

Publishers' stocks of newsprint paper for November, 1919, decreased 13,937 tons during the period. There was less tonnage in transit at the end of November than on October 31. Publishers of leading papers used almost 3,000 tons more paper than during October, notwithstanding the need for conservation and the fact that November was the shorter month. Publishers' stocks and transit tonnage on November 30th represented slightly more than thirty days' supply at the existing rate of consumption. Fifty-eight publishing concerns held about 45 per cent of the tonnage on hand at the end of the month.

## Magazine Summary Changes

Owing to the printers' strike, *Harper's Bazaar* omitted its November issue. The figures given in the December summary were for its regular December number.

December *Atlantic Monthly* contained 34,868 lines (155 pages) instead of 31,377 lines (140 pages).

*Motor* did not print any October or November issue. The December number carried 110,376 lines.

The figures for *The Nation* for October totalled 7,689 lines, as follows: October 4, 1,891 lines; October 11, 1,656 lines; October 18, 2,357 lines; October 25, 1,785 lines.

The December issue of *Century* contained a total of 23,688 lines (105 pages).

*St. Nicholas Magazine* carried 16,100 lines (71 pages) in the November issue and 11,592 lines (51 pages) in the December issue.

# 100 Executives

¶ I can place a limited number of forward looking sales and advertising managers in confidential relations with a well-known publicity producing organization.

¶ It will be to their interests to know this company intimately and it will in no way interfere with their present employment.

¶ This high-class organization has been in business since 1902; incorporated in 1912. Its 1920 orders in hand outrun the most sanguine anticipations.

¶ Mental stimulus, as unusual as it is practical, will inevitably result from the relation offered.

¶ There will be, in addition, sufficient incidental financial advantage to the respondent, to make the opportunity attractive.

¶ Executives only are addressed—community of interests suggesting the complementary and mutually serviceable relation.

¶ This advertisement appears once only here and in *Printers' Ink Monthly*. Its offer will be withdrawn, without notice, when one hundred executives have signified their interest.

## ERNEST B. TERRY

*Care of Printers' Ink*

833 Peoples Gas Building      Chicago

# Extension Magazine

## Change of Address

Circulation has grown so fast, and is growing so much more, that we have been compelled to move to larger quarters.

Our new address is  
**180 N. Wabash Avenue**  
**Chicago**

*Circulation 300,000  
 and over monthly*

Rate \$1.50 per agate line

# Extension Magazine

Member Audit Bureau of Circulations

### GENERAL OFFICES

**180 N. Wabash Ave., Chicago, Ill.**

F. W. HARVEY, Jr.  
 General Manager

JAMES K. BOYD  
 Advertising Manager

Eastern Representatives:  
 LEE & WILLIAMSON, 381 Fourth Avenue, New York City

JAN  
 VOL  
 1  
 (E)

Review  
 World's  
 Scribner  
 Harper's  
 Atlantic  
 Century  
 Munsey's  
 Wide W  
 Bookman  
 Current  
 "St. Nic

"January

America  
 Red Bo  
 Metropol  
 Photopl  
 Motion  
 Sunset  
 American  
 Everybo  
 Boys' Li  
 Boys' M  
 Green B  
 "Compos  
 "Hearst's  
 "McClur

"January  
 VOL  
 W  
 (Ex)

Vogue C  
 Ladies' I  
 Good H  
 Woman's  
 Delinete  
 Woman's  
 Designer  
 Hollands  
 People's  
 Modern  
 Mother's  
 Needlecr  
 "Pictorial

## JANUARY MAGAZINES

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES  
FOR JANUARY**(Exclusive of publishers' own  
advertising)**Standard Size**

	Agate
	Pages Lines
Review of Reviews.....	113 25,312
World's Work .....	101 22,691
Scribner's .....	85 19,108
Harper's Magazine .....	81 18,256
Atlantic Monthly .....	80 18,018
Century .....	72 16,240
Monsey's .....	33 7,556
Wide World .....	19 4,312
Bookman .....	14 3,300
Current Opinion .....	8 1,792
*St. Nicholas .....	* * * *

\*January issue delayed

**Flat Size**

	Agate
	Columns Lines
American .....	268 38,324
Red Book .....	189 27,132
Metropolitan .....	115 19,560
Photoplay .....	127 18,248
Motion Picture Magazine..	125 17,918
Sunset .....	120 17,173
American Boy .....	76 15,200
Everybody's .....	87 12,481
Boys' Life .....	67 11,518
Boys' Magazine .....	52 9,086
Green Book .....	50 7,165
*Cosmopolitan .....	* * * *
*Hearst's .....	* * * *
*McClure's .....	* * * *

\*January issue delayed.

**VOLUME OF ADVERTISING IN  
WOMEN'S MAGAZINES**(Exclusive of publishers' own  
advertising)**Agate**

	Columns Lines
Vogue (2 issues).....	602 91,501
Ladies' Home Journal.....	318 63,735
Good Housekeeping .....	230 32,896
Woman's Home Companion.	150 30,000
Delineator .....	132 26,481
Woman's Magazine .....	101 20,336
Designer .....	101 20,322
Holland's .....	87 16,686
People's Popular Monthly..	75 14,370
Modern Priscilla .....	62 10,518
Mother's Magazine .....	59 10,066
Needlecraft Magazine .....	34 6,426
*Editorial Review .....	* * * *

Nearly  
everybody  
worth while  
reads

**Cosmopolitan**

**In all that  
makes a live  
newspaper**

**The  
NEW HAVEN  
REGISTER**

**Leads its field!**

Largest Circulation!  
Best Newspaper!  
The best Equipment!  
The most Linotypes!  
The largest Presses!  
The largest News Staff!

With a circulation ; early twice as large as any other New Haven paper —its City Circulation alone is larger than the Entire circulation of its nearest competitor.

**NEW HAVEN REGISTER**

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

	Agate
	Columns Lines
*McCall's .....	.....
*Today's Housewife .....	.....

\*January issue delayed.

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES CAR-  
RYING GENERAL AND  
CLASS ADVERTISING**

(Exclusive of publishers' own  
advertising)

	Agate
	Columns Lines
Motor .....	314 21,260
Motor Life .....	591 93,517
System .....	389 55,725
Popular Mechanics (pages) .....	220 49,403
Vanity Fair .....	308 48,664
Popular Science Monthly .....	219 33,397
Country Life .....	198 33,264
House and Garden .....	184 28,111
Physical Culture .....	189 27,027
Electrical Experimenter .....	161 23,732
Arts & Decoration .....	97 16,458
Theatre .....	71 11,970
Association Men .....	85 11,942
House Beautiful .....	67 10,348
Illustrated World (pages) .....	39 8,764
Field and Stream .....	60 8,613
National Sportsman .....	55 7,971
Extension Magazine .....	45 7,425
The Rotarian .....	38 5,852
Outers' Book-Recreation .....	40 5,779
Forest and Stream .....	37 5,644
Outing .....	31 4,512
*International Studio .....	.....

\*January issue delayed.

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

(Exclusive of publishers' own  
advertising)

	Agate
	Columns Lines
MacLean's .....	151 26,585
Everywoman's World .....	52 17,400
Canadian Home Journal .....	70 14,156
Canadian Magazine (pages) .....	50 11,200
Canadian Courier (2 Decem- ber issues) .....	54 9,870

**VOLUME OF ADVERTISING IN  
DECEMBER WEEKLIES**

(Exclusive of publishers' own  
Advertising)

**December 1-7**

Saturday Evening Post .....	411 69,984
Literary Digest .....	202 30,786
Collier's .....	156 26,646

## National Tractor Show

The great event of the tractor year will be held Feb. 16 to Feb. 21.

Exhibits in number and variety will exceed all previous shows.

Advance announcements should be made in our issue of Feb. 5.

Ours is the oldest trade paper in the tractor field.

We run far more advertising than any other paper reaching this industry.

During 1919 we ran 2683.40 pages of display and classified advertising, leading one paper in this field by 2322 pages, another by 1981 pages, another by 1933 pages, another by 1922 pages, another by 1501 pages, another by 811 pages, while we ran 170 pages ahead of our nearest competitor.

Remember Feb. 5 for tractor announcements.

## Farm Implement News

THE TRACTOR AND TRUCK REVIEW

Masonic Temple

Chicago, U. S. A.

	Agate Columns	Lines	Agate Columns	Lines
Life .....	122	17,130	Churchman .....	7 1,116
Leslie's .....	51	8,813	Collier's .....	
Scientific American .....	46	7,910	<b>December 29-31</b>	
Outlook .....	52	7,709	Outlook .....	43 6,488
Youth's Companion .....	27	5,470	<b>Totals for December (4 issues)</b>	
Judge .....	23	3,268	Saturday Evening Post. 1,540	262,356
Churchman .....	21	3,018	Literary Digest .....	940 143,334
Nation .....	11	1,690	Collier's .....	*422 72,064
Town & Country .....			Town & Country .....	*399 67,381
Independent .....			Outlook .....	239 35,585
Christian Herald .....			Life .....	*233 32,879
<b>December 8-14</b>			Scientific American .....	191 32,846
Saturday Evening Post. ....	432	73,592	Christian Herald .....	*178 30,538
Town & Country.....	294	49,620	Leslie's .....	*184 27,476
Literary Digest .....	211	32,142	Independent .....	*156 22,574
Collier's .....	142	24,211	Youth's Companion .....	89 18,135
Independent .....	81	11,638	Nation .....	112 15,930
Outlook .....	74	10,941	Judge .....	60 8,089
Christian Herald .....	56	9,520	Churchman .....	51 7,440
Nation .....	60	8,380		
Scientific American .....	47	8,145	<b>*3 issues. #2 issues. \$5 issues.</b>	
Youth's Companion .....	27	5,499	<b>RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS</b>	
Judge .....	14	2,098	(Exclusive of publishers' own advertising)	
Churchman .....	11	1,627		
Leslie's .....				
Life .....				
<b>December 15-21</b>				
Saturday Evening Post. ....	382	65,086		
Literary Digest .....	271	41,257		
Collier's .....	124	21,207		
Town & Country .....	105	17,741		
Life .....	80	11,333		
Christian Herald .....	64	10,990		
Scientific American .....	51	8,705		
Independent .....	49	7,137		
Outlook .....	38	5,650		
Nation .....	25	3,570		
Judge .....	15	2,143		
Youth's Companion .....	9	1,912		
Churchman .....	12	1,689		
Leslie's .....				
<b>December 22-28</b>				
Saturday Evening Post. ....	315	53,694		
Literary Digest .....	256	39,049		
Leslie's .....	133	18,665		
Christian Herald .....	58	10,028		
Scientific American .....	47	8,089		
Youth's Companion .....	26	5,254		
Outlook .....	33	4,904		
Life .....	31	4,416		
Independent .....	26	3,799		
Nation .....	16	2,290		
Judge .....	8	1,180		

(See note on page 198.)



## Good Business Insurance

THE man of tomorrow is the Scout of today. You know him.

He is the up and coming boy in every community: The boy who is preparing himself for the obligations of citizenship by assuming the responsibilities of today.

He is getting his training by following the Scout program. It means hard work and real sacrifice for every boy who undertakes it.

The next time you see a boy in his Scout uniform think of him in that light.

This type of boy is the man of tomorrow. The man you must look to as the buyer of your product. The man on whom your business will depend.

And this is the time to get him acquainted with your name and what it stands for. To be sure of him tomor-

row you must advertise to him today.

*Your business is not built for today but for the future.*

You believe in insuring yourself against all possible business contingencies.

Carry this one step further and make sure of your future customer by selling him today and then keeping him sold.

This is double business insurance, because most of these boys are buying factors right now. Their influence is felt in most family purchases as well as in the buying of things that are for their own use.

Many national advertisers already know the value of this market and its future possibilities.

We want you to become better acquainted with it. Do we get a chance to tell you about it?

*Boys' Life is the Only Publication Covering the Scout Field*

# BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

*The Quality Magazine For Boys*

THE BOY SCOUTS OF AMERICA

PUBLISHERS

Member A. B. C. 37 SO. WABASH AVE.

CHICAGO

100 FIFTH AVE.  
NEW YORK

**"PRINTERS' INK'S" FOUR-YEAR RECORD OF  
JANUARY ADVERTISING**

**GENERAL MAGAZINES**

	1920	1919	1918	1917	Total
American	38,324	17,375	18,116	15,635	89,430
Review of Reviews	25,312	18,032	14,158	22,817	80,319
World's Work	22,691	17,696	17,284	17,528	75,119
Metropolitan	19,560	13,358	18,114	17,908	68,940
Harper's Magazine	18,256	12,544	15,735	17,752	64,203
Red Book	\$27,132	\$12,156	\$12,912	6,048	58,300
Cosmopolitan	.....	12,854	14,812	28,854	56,520
Scribner's	19,108	11,389	11,867	12,614	54,978
Atlantic Monthly	18,018	10,103	10,117	10,450	48,600
Photoplay	\$18,248	\$11,293	\$10,565	5,732	45,838
Century	16,240	7,843	9,288	9,978	41,340
McClure's	.....	11,771	13,004	16,807	44,582
Everybody's	\$12,481	\$6,431	\$12,556	8,736	40,204
Motion Picture Magazine	\$17,918	\$9,385	6,383	5,489	39,175
American Boy	15,200	9,161	5,751	7,714	37,826
Sunset	17,173	9,337	9,747	.....	36,257
Hearst's	.....	7,239	9,776	11,050	28,065
Munsey's	7,556	5,082	5,663	5,566	23,867
Boys' Magazine	9,086	4,045	4,753	5,832	23,716
St. Nicholas	.....	4,190	4,581	5,539	14,310
Current Opinion	x1,792	1,911	5,856	4,465	14,824

†Three-year total

304,095 213,195 231,038 236,514 984,812

‡Changed from standard to flat size.

\*Dec., 1916, and Jan., 1917, issues combined. Figures credited in Dec., 1918, total.

xNew size.

**WOMEN'S MAGAZINES**

Vogue (2 issues)	91,501	46,836	53,941	73,293	265,571
Ladies' Home Journal	63,735	35,664	28,355	18,937	146,691
Harper's Bazaar	46,460	24,256	28,319	37,098	136,133
Good Housekeeping	32,896	21,980	17,501	30,968	103,465
Woman's Home Companion	30,000	16,579	16,177	12,775	75,531
Delineator	26,841	13,569	12,657	9,931	62,998
Woman's Magazine	20,336	10,889	11,494	9,068	51,787
Designer	20,322	10,917	11,444	9,047	51,730
Pictorial Review	.....	20,974	14,855	13,471	49,300
Modern Frisella	10,518	6,384	6,165	5,998	29,065
Mother's Magazine	10,066	5,975	6,680	6,160	28,881
People's Home Journal	.....	8,479	8,560	8,282	25,321
McCall's Magazine	.....	*9,400	7,434	5,179	22,013

\*New size.

†Three-year total.

352,675 231,902 223,582 240,207 1,048,366

**CLASS MAGAZINES**

System	\$55,725	\$43,357	\$38,579	34,773	172,434
Vanity Fair	48,664	20,273	30,765	41,785	141,487
Popular Mechanics	49,403	24,963	28,067	33,866	136,299
Country Life in America	33,264	17,640	23,365	24,696	98,945
Popular Science Monthly	\$33,397	\$17,630	20,871	18,500	90,398
Physical Culture	\$27,027	\$15,412	9,946	9,422	61,807
Theatre	11,970	7,728	6,720	10,787	37,205
Field and Stream	8,613	7,436	7,458	8,723	32,230
House Beautiful	10,348	4,951	5,562	5,685	26,546
Outing	\$4,512	\$5,229	\$6,118	5,372	21,231
International Studio	.....	5,012	5,144	5,766	15,922

‡Changed from standard to flat size.

†Three-year total.

282,923 169,631 182,595 199,375 834,524

**WEEKLIES (5 DECEMBER ISSUES)**

Saturday Evening Post	*262,356	*153,336	151,598	120,835	688,125
Literary Digest	*143,234	*92,817	92,554	82,175	410,780
Town and Country	x67,361	*53,133	*62,151	*65,193	247,838
Collier's	*72,064	*33,777	55,546	56,605	217,992
Scientific American	*32,849	*31,742	22,252	26,017	112,860
Leslie's	x27,478	*27,529	30,602	*26,902	112,511
Life	*32,879	*16,573	*24,786	*36,751	110,989
Outlook	35,505	*20,866	*18,984	*16,744	92,099
Christian Herald	*30,538	*14,174	*10,099	*13,459	68,270

\*4 issues.

†3 issues. ‡Smaller page size.

x2 issues.

GRAND TOTALS ..... 1,643,957 1,058,675 1,105,787 1,120,777 4,929,196



E. A. STOWE, EDITOR  
 BARNHART BUILDING  
 CORNER IONIA AVENUE AND LOUIS STREET, N. W.  
 GRAND RAPIDS, MICHIGAN

Nov. 7, 1919.

National Register Publishing Co.,  
 New York,  
 N. Y.

Gentlemen:

It will not be necessary for you to send a representative to Grand Rapids to renew our subscription for 1920.

The service speaks for itself and is worth all we pay you.

Send our renewal blank or continue us as a member on same terms as during 1919 and oblige

Yours truly,

*E. A. Stowe*

The above is the best possible evidence of the value of the Standard Register of Advertising to trade papers. There are an infinite number of uses that trade publishers can make of the service. The Standard Register of Advertising gives an unexcelled listing of national and trade advertisers, their advertising managers, their advertising agents, kind of mediums used, and when the business is placed. For further information address National Register Publishing Company, 1901 Times Building, New York City, or Plymouth Bldg., Chicago.

## The Little Schoolmaster's Classroom

CUMMINGS & CO., Washington, D. C., retailers of things to eat, employ forty clerks. Once a week the forty get together for an informal meeting to talk over store matters. At one meeting the newest accession to the rank of clerks indicated that he had something to say. The manager invited him to talk.

"It's about the telephone," he began. "We have five trunk lines and ten phones throughout the store, and they are busy most of the time filling telephone orders. Every one who picks up the phone says 'Hello.' But if a customer comes in the store and we wait on her from behind the counter, we don't say 'Hello.' Of course I know that 'Hello' is the conventional telephone greeting. Sometimes one of us says 'Yes?' and once in a while I hear 'This is the canned goods department;' but I don't think any of those are the things we ought to say. If we greet a customer face to face we don't begin with 'Hello' or 'Yes' or 'This is the canned goods department.' We say 'Good morning, may I serve you?' or 'I've been hoping you'd come in, Mrs. Smith, to see those new hams we have just received' or something pleasant and smiling.

"I can't see any difference between service to a customer back of the counter and service over the 'phone. It's a customer in each case. If the customer is in the flesh, we have a smile, a clean bright store and the air of being busy to please and impress. Over the phone the only impression we can make is by the sound of our voice and what we say with it. I think we ought to make it a study, what to say and how to say it, and that any clerk who starts off with 'Hello' ought to be gently reminded that this is Cummings & Co., and not an informal chance meeting place."

Cummings & Co. have acquired a telephone reputation. This is the

explanation of it, as given by the floor manager. "That was several years ago," he added. "I was pretty new but now I'm old in the service and bossing the floor, I still think the telephone is an asset, not merely a means of getting orders."

\* \* \*

In selling by mail, it is not always good English, forceful phraseology, and snappy openings and finishes which bring home the bacon. Sometimes the homely appeal is more effective than any other. The Schoolmaster was reminded of this the other day when Robert Whittier, the actor, showed him a letter which he had composed in order to sell the restaurant service of a certain Italian chef whose place he knew to be good, and whose business was threatened with extinction on account of lack of patronage, due to being on a side street, away from the big centres. The chef was on the verge of giving up in despair, when Mr. Whittier bade him hold on until he had tried a little experiment. He then sat down and composed the following letter, to which he had the chef attach his signature. It was as follows:

"Before this I chef one noble Italian family now I come it myself—house top side this paper. I build the clientele intellectual they more appreciation my art. Much of singers Metropolitan Opera House writers magazines and the newspaper come in my tables and I ask you so much come at my tables then you shall tell everybody.

"Yours in kind service,  
"SECONDO MARCHESIO."

The letter was printed and sent out to a selected list of the prominent people of the stage. In some cases it was delivered at the stage door. Within forty-eight hours the results became visible. Gourmands came to investigate and re-



## Advertising Lecture Slides Produce

At a cost of less than ordinary photographs—you can place a set of colored lecture slides in the hands of your salesmen, district branches, and dealer representatives. Helps to emphasize the strong points in your goods, picture your factory and process of manufacture.

An effective appeal to the imagination—stimulates thinking that tends to create responsive action. We supply complete outfits of lantern slides and small portable projection machines. Easy to carry and just as easy to operate.

Our plan will pay for itself—then pay dividends—will you at least investigate? A letter merely saying, "I am interested," will bring you some valuable data. Please address your letter to Manufacturers' Service Dept.

### STANDARD SLIDE CORPORATION

225 West 40th Street

NEW YORK

**IT REQUIRES ORGANIZATION TO  
MANUFACTURE GOOD ENGRAVINGS  
WE HAVE BEEN ORGANIZED SINCE 1895  
EQUIPPED TO DELIVER THE BEST POSSIBLE  
WORK IN THE LEAST POSSIBLE TIME**

### THE STANDARD ENGRAVING CO. PHOTO ENGRAVERS

225 WEST 39<sup>TH</sup> STREET, NEW YORK AMERICAN PRESS ASSOCIATION BLDG.

**Adart Studios**  
Illustration • Design  
• Lettering

Subscribe Now to *Printers' Ink Monthly*

"GIBBONS Knows CANADA"

## We Want an Advertising Manager

We wish to employ a man of strong personality and address who has had agency experience to take charge of our Advertising Department. He must have had experience in buying space in country dailies and weeklies. His references must be of the highest character and bear the closest investigation. We are willing to start such a man at a fair salary and if he makes good there is no limit. All applications will be treated confidentially. In applying give full particulars as to age, with whom you have been employed the past eight years and salary expected as a starter.

CHAMBERLAIN MEDICINE Co.  
Des Moines, Iowa.

## Wanted Assistant Sales Manager

If you are between 25 and 35 years young—if you have had some real sales experience—if you have directed or have proof you can direct men—if you can go right into a salesman's territory with the man himself and help him to see larger sales, new ideas, and teach him to understand true co-operation between factory, sales and advertising—if you are optimistic and can give true loyalty to your employer—

Then a progressive manufacturing company selling direct to the dry goods stores wants to hear from you. Experience in their line not necessary provided you are the type of man we have specified.

Address "J. L." Box 97,  
Printers' Ink, New York City.

mained to partake of Signor Marescios's viands. The Signor has since had to take over another floor to accommodate his many patrons.

The letter quoted above violates nearly every canon of good letter writing, but it sold the goods because it was written in accordance with the personality of its subject and because it went straight home to the people for whom it was designed.

\* \* \*

On September 19, 1905, a lady living in a small town in New York wrote to the Davis Sewing Machine Co., Dayton, Ohio, asking the price of needles for a certain type of machine. On the 23d a letter from the company informed her that the price of the needles would be 30 cents per dozen and that they would be mailed promptly upon receipt of her order accompanied with remittance. The letter was signed by Mr. Wells, an official of the company.

On December 16, 1918—thirteen years later—the lady took her pen in hand and using the back of the original letter from the firm, naively wrote: "I will now inclose 30 cents for the needles and hope you will send them to me by return mail."

Mr. Wells in the meantime had died, but, says S. H. Ankeney, advertising manager of the company, "the order was promptly entered and marked 'rush,' and also marked paid, although the price of needles, due to the various reasons for the high cost of living with which we are all familiar, had advanced in the intervening thirteen years to 40 cents per dozen."

Instances of long-lived advertisements or letters have been given in these columns before. This makes an interesting one to add to the list. In truth, one can never know when his quotations will come home to roost.

\* \* \*

The story is one of the oldest forms of human appeal. It is often effective where a plain

statement

attention

start a le

run too l

impatient

facturing

a circula

directly t

it makes

non-fixing

versation

To the I

Who i

PROBLE

Dear Sir:

A crow

"What is yo

Saleman.

"Oh, ye

lancy tray

wrong," sa

out of vari

Said anothe

inized, in

"Unlimite

Saleman.

"Lacq

ue," etc.

At this

which the

put are o

ill part

The me

is easy an

familiar p

quick, sha

worth stu

The Schi

thusiasm t

advertise g

ly modern

put up in

but the ne

the instal

sions, wh

bands ma

st.

There v

grades and

any other

ach, one

points tha

That this i

understood

een too pr

en at any

station and

ess of kn

The Gu

side from

is now er

if a pre

statement of facts would not get attention. But it is not easy to start a letter with it. It is apt to run too long and make the reader impatient. But a lacquer manufacturing firm has employed it in a circular letter so as to bring it directly to the point. Moreover, it makes telling use of the attention-fixing quality of quoted conversation. It begins this way:

**To THE INDIVIDUAL IN YOUR PLANT WHO IS INTERESTED IN FINISHING PROBLEMS:**

Dear Sir:

A crowd in a Pullman smoker. "What's your line?" one asked our Mr. Salesman. "Lacquers," he replied.

"Oh, yes, I know—Chinese make many trays with it." "No, that's wrong," said another. "Lacquer is a sort of varnish used on brass beds." Said another: "Your field is rather limited, isn't it?"

"Unlimited," was the reply of Mr. Salesman. Then he readily explained that "Lacquer and Lacquer Enamels are," etc.

At this point the varied uses to which the firm's products can be put are outlined, as if they were all part of the conversation.

The merit of this letter lies in its easy and natural approach, the familiar picture presented, and the quick sharp sentences. It is well worth study by letter writers.

\* \* \*

The Schoolmaster notes with enthusiasm the growing tendency to advertise gasoline along thoroughly modern lines. "Gas" can't be put up in nicely labelled packages, but the nearest approach to it is the installation of Service Stations, where widely advertised bands may be had by the motorist.

There will soon be as many grades and kinds of gasoline, as of my other line of merchandise, and each one is reaching out for points that can be advertised. That this is a needed move is well understood by motorists who have been too prone, themselves, to drop in at any old garage or gasoline station and fill up the tank, regardless of known adulteration.

The Gulf Refining Company, aside from its national advertising, is now erecting service stations of a pretentious type in cities

# LAYOUT AND COPY MAN

## Wanted by a Philadelphia Printer

Some young man who is well trained in writing sales copy, particularly for direct-by-mail advertising, and who can prepare finished layouts for high-grade printing, is looking for a better job.

You may be the man.

If so, we have an opening for you at a good salary, and with opportunity to grow with us—in our advertising department.

Tell us your good points and your experience; and submit such samples as you have of your copy and layout work.

We should prefer a Philadelphian.

Address P. B., Box 132, P. I.

## WANTED

Two trade paper salesmen to represent leading trade paper in its field in the New York territory.

*Possibilities unlimited.* Salary until you get started, and then on a commission basis.

A real opportunity for a real salesman.

**Call**  
**MERCHANTS TRADE JOURNAL**  
*Incorporated*

1510 Flatiron Building

Saturday morning

Also an opening in Chicago territory. Address Chicago office, Lytton Bldg.

*When you advertise*  
**IN PHILADELPHIA**  
 don't forget to insure the co-operation of retailers by including a schedule of dealer copy in the  
**RETAIL TRADE LEDGER**  
 Twice a Month, \$1.00 a year



**and BUILDING MANAGEMENT**  
 It readers construct, equip and maintain, office and apartment buildings. They buy vast quantities of materials, equipment and supplies for this work.  
 City Hall Square Building, Chicago

# POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send \$1.00 for 6 months.  
 POSTAGE, One Madison Ave., N. Y.

## A Man

who has written what has sold goods to people is

### Wanted Now

or as nearly at once as his present engagements will honorably permit.

We need a man who can point to advertising copy which he has written that has sold the product advertised. The more times he has scored with successful copy the better. This infers that he has had experience with an advertising agency.

We can give such a man all he is worth to an advertising agency, with big work to do and bigger coming. congenial surroundings; a happy family of associates; successful men to work with and for, and as big an opportunity in money and responsibility as a forward-looking man could want. *Advertising Agency.*  
 Box 196, care of Printer's Ink.

everywhere, and it has discovered a likable method of exploiting them in newspapers in those same towns.

Line drawings are made from photographs of the new stations as they are erected, and three-quarter page display tells what they mean to the motorist who has been imposed on by "tampered-with" gasoline.

As an extra inducement, a coupon is printed in the advertisement, authorizing the service station to give the bearer a one-gallon can of Supreme Auto Oil—a Gulf product—free, with every purchase of five gallons of "That Good Gulf Gasoline."

Now this may smack of the old circus days of advertising but refiners of automobile gasoline and oil say that it is absolutely necessary to resort to such expedients to make the motorist break his bad habits. He has lazily bought his gasoline "at any old place" and his engine suffers in proportion. Once he is made actually to see the difference, by using high grade oils and gas, he is not apt to revert to his former ways.

### Canada's Exports Increase

The foreign trade of Canada for the calendar year 1919 will easily exceed that of 1918.

For the eleven months ending November 30 last the total trade for 1919 was \$10,984,712 in excess of that for the same period in 1918, and it is practically certain that the December figures will not fall below those for the same month in the preceding year.

The imports for the year will be in the neighborhood of \$931,000,000, while the exports will approximate \$1,340,000,000.

### Victor Water Motor Corp. Appoints Agency

The Victor Water Motor Corporation, New York, has placed its advertising in the hands of the Wylie B. Jones Advertising Agency, of Binghamton, N. Y. Advertising in general publications of national circulation will be used.

### Paul L. Foster's New Position

Paul L. Foster, who recently resigned as sales and advertising manager for the Oil Products Company, Inc., New York, has taken a similar position with E. E. Dickinson & Co., Essex, Conn., distillers of witch hazel.

Advertis

The G Detroit, rec-by-mail series of ing public throughout suggestion. Through organization now just newspaper planned campaign used. The director of the organization. The company plant at year.

Altoon

The A the *Deil* paper, under the officers o W. Shoem man, vice secretary has been Edward using n

Denv

The Ante Pricago, he Win. H. city. A spon al object c for a m manufac

GOOD

A 1000 4-  
1000 4-  
1000 4-  
1000 4-  
1000 4-  
FREE-  
ERNEST

R W to cond advertising the Jan

46 M

## Advertising Plates Are Advertised

The Gagnier Stereotype Foundry, Detroit, is undertaking a national direct-by-mail advertising campaign. A series of bulletins has been sent to leading publishers and advertising agencies throughout the country, requesting suggestions and recommendations. Through the answers received, this organization hopes to be in a position to know just what kind of plates and cuts newspaper publishers desire. When the campaign has been completed, it is planned to undertake an advertising campaign in which paid space will be used. The present campaign is under the direction of H. R. Schaffer, manager of the Eastern Division of the organization, New York.

The company intends to establish a plant at New York in March of this year.

## Altoona Newspapers Merged

The Altoona, Pa., *Daily Tribune* and the *Daily Times*, both morning newspapers, were merged on January 1, under the name of *Times-Tribune*. The officers of the new company are: Henry W. Shoemaker, president; William Habens, vice-president, and B. Leopold, secretary-treasurer. Milo W. Whitaker has been made general manager, and Edward Donahue has been made advertising manager of the publication.

## Denver Manufacturer Appoints Chicago Agency

The advertising of the American Auto Products Co., of Denver and Chicago, hereafter will be handled by the Wm. H. Rankin Company, of the latter city. An extended trade-paper campaign shortly will be placed with the object of securing greater distribution for a number of automobile accessories manufactured by the Denver company.

## GOOD PRINTING—CHEAP

### A Few Money-Saving Prices

1000 4-page Folders	$3\frac{1}{4} \times 6\frac{1}{4}$ in.	\$8.00
Each additional thousand		2.50
1000 4-page Folders, $4 \times 8$ in. . . . .		10.00
Each additional thousand		3.50
1000 4-page Folders, $6 \times 9$ in. . . . .		13.00
Each additional thousand		4.50
FREE—our large package of samples		
ERNEST A. FANTUS CO., Printers		
335 So. Dearborn St., Chicago		

## The RICHEY DATA SERVICE

Why are leading institutions from coast to coast using this convenient data on sales, advertising and business conditions? Ask for the January Bulletin—Sent you free.

THE RICHEY DATA SERVICE  
40 Monona Life Bldg., Indianapolis, U. S. A.

## LOS ANGELES Evening Herald

Carries a greater volume  
of advertising than any  
daily on the Pacific coast

**DAILY  
CIRCULATION  
123,305**

Charter Member A. B. C.



## "CLIMAX"

SQUARE-TOP

## PAPER CLIPS

Pat. Dec.  
12, 1916  
Best and most economical  
Paper Clip on the market

Recommended by efficiency experts.

Prices F. O. B. Buffalo.	
Packed 10,000 to the Box.	
10,000 . . . . .	10¢ per 1,000
50,000 . . . . .	10¢ per 1,000
100,000 . . . . .	10¢ per 1,000
500,000 . . . . .	10¢ per 1,000
1,000,000 . . . . .	8½¢ per 1,000

Order Direct from

**Buffalo Automatic Mfg. Co.**  
457 Washington Street, BUFFALO, N. Y.

## LANDS MORE RENEWALS!

Yes, Sir! Without premiums, Jim-cracks—or junk.

Pallen's New Mail Order Device pulls more cash mail orders per thousand mailed than any other method in existence. Send for live sample.

J. PALLENS & CO., Columbus, O.

## George Seton Thompson Co.

Planning	Advertising	Booklets
Copy & Art	Circulars	Catalogs
Printing	SERVICE	House Organs
Mailing		

122 West Polk Street, Chicago  
Wabash 7316

## Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

### AGRICULTURAL COPY WRITER AVAILABLE

Trained agricultural writer with sales experience desires advertising connection with agency or manufacturer in middle west. He has a first-hand knowledge of the farm and farm market, particularly in power equipment lines. He has made a successful record in advertising and editorial work since his graduation from a leading agricultural college six years ago.

Address A.C.W., care Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

## WANTED

### Advertising Manager

—for one of our clients, a well-known manufacturer.

Must be experienced and thoroughly familiar with methods of merchandising to dealers, possessing a record of successful accomplishment in this field.

This position carries a good salary and offers fine opportunity to grow.

Apply by letter only, giving full details. Address

#### Manufacturer

care of

**THE BLAINE-THOMPSON CO.**  
*Advertising Agents*

Fourth National Bank Building  
Cincinnati

We represent  
Student Publications

We have been successful because the college town business of our advertisers has grown year by year. In building for others we have built for ourselves. There is a direct connection between the increasing volume of our clients' business and our own.

**Collegiate Special  
Advertising Agency**  
*Incorporated*

503 Fifth Avenue New York  
Established 1913

Looks to "Printers' Ink" for Suitable Slogan

COWAN TRUCK COMPANY,  
HOOTYOKO, Mass.

*Editor of Printers' Ink:*

Will you kindly send us the recent copies of PRINTERS' INK which contain the list of slogans which you have been collecting. We are endeavoring to find a suitable slogan to apply to our business and think that these will help materially.

W. L. ROBBINS,  
Sales Promotion Manager.

### "Mack Bulldog," a New House-Organ

The "Mack Bulldog" will appear in February as the house-organ of the International Motor Company, maker of Mack trucks, New York, according to D. O. Skinner, advertising manager of that organization. The publication will be edited by H. C. Bailey, former manager of the Mack branch in St. Louis. This new motor truck house-organ will be 9x12 inches in size and will be illustrated.

### Directs Advertising of Moreland Trucks

Herbert A. Faulkner has been appointed advertising manager of the Moreland Motor Truck Company, Los Angeles. He was formerly general passenger and advertising agent of the Bay State Street Railways Company, Boston.

### Another Monthly of the Patterson Pub. Co.

The Patterson Publishing Company, of Chicago, publisher of the *America Food Journal*, has started a new monthly magazine to be known as the *American Restaurant*.

**AMERICAN FOOTWEAR**  
*The National Authority*

"Devoted to everything worn on the feet"

We co-operate with agencies  
Ask us how!

155 North Clark Street, Chicago



## Howell Cuts

for housewives  
direct mail and  
advertising  
ask for proofs other advertising

Charles E. Howell • 503 Fifth Ave. • New York

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## HELP WANTED

**WANTED**—Energetic advertising man for strong western investment banking house. Attractive salary to right man. Applications considered confidential. Box 312, Printers' Ink.

## ADVERTISING SOLICITOR

for established dry goods journal. Must be not only experienced, but familiar with textile field. Weekly drawing account. Write confidentially, stating qualifications. Box 319, Printers' Ink.

Assistant Circulation Manager wanted once for Morning, Evening and Weekly Papers in Eastern Canadian town of 60,000 inhabitants. One fully qualified to take complete charge if required. Applicants must be thoroughly reliable, conscientious and temperate. Excellent position for competent person. Apply with full particulars, to Box 310, P. I.

**ADVERTISING SALESMAN**—Well known trade publication offers an exceptional opportunity to a high-grade man with a successful selling experience. State fully your previous experience, age, amount you have been earning and your reason for desiring a change. Box 322, Printers' Ink.

## Layout and Copy Man

A Layout Man, preferably a copy writer and experienced in form letters. (New York.) Must be able to "feel" type—endowed with sense of both the artistic and the practical. In answering, give detailed experience and samples of work. Box 321, P. I.

**WANTED**—A man who knows the Drug and Hardware Trade to Map-Out and Organize the Sales of an Article to reach the same class of people as 3-in-1 Oil though in no way competitive. Must be a good letter-writer; with the ability to plan and act and produce results. Give age, record, and salary required in first letter. Address Box 334, P. I.

## Wanted--A Big Advertising Man

A leading advertising agency needs a service man of exceptional creative ability and seasoned experience to work on big accounts. The man we will engage is probably now filling an important position, but will find it to his immediate advantage to join forces with us. Reply in full, stating experience, salary expected, etc. All communications treated strictly confidentially. Box 320, Printers' Ink.

One of the largest public utility companies in its field with a big problem of reconstruction wants a Copy Writer who is a clear thinker, reliable and not afraid of work.

We want a man who can keep his feet on the ground and use his brain sanely.

The pay at the start is good, not startling.

The opportunity to make a record and advance is exceptional.

Address Box 314, Printers' Ink.

**Paint Advertising Man Wanted.** Do not answer this advertisement unless you are in the Advertising Department of a Paint Manufacturer. Must be able to write good copy, get up folders, booklets, follow-up letters, etc. Knowledge of mechanical details of advertising and local dealer's problems essential. We are a large concern doing a national business. Give complete information covering your past experience, age, references, education, present position, salary, etc. Box 333, Printers' Ink.

## Copy and Letter Man

The classified advertising department of the leading newspaper in a live, mid-western city of 100,000 has an opening for a young man, single preferred, of good character, who can write newspaper advertisements, form letters, letter enclosures, etc., that will induce more people to use classified advertisements. Prefer young fellow who has specialized on letters; one whose style is short—snappy. The beginning salary is \$35; your future will depend upon the amount of business you create. In replying tell your age, whether married or single, previous copy-writing experience, and submit specimens of your work which will be returned to you. Box 332, Printers' Ink.

## Assistant Advertising Manager

The Advertising Manager of a prominent Eastern Department Store wants a capable assistant, in the person of a straight-thinking, aggressive young man, who will enter quickly into the spirit of the organization, and can take charge of copy, layouts, and the general details of an Advertising Office.

He must have had previous department store advertising experience and be able to write intelligent, high-class, to-the-point copy. He will be called upon to specialize on Men's and Boys' copy.

Write, stating age, previous experience, salary expected, and if possible, send photograph. All replies will be held strictly confidential and letter returned if requested. Address, Box 309, P. I.

**SALESMEN.** Several good specialty men who can sell to New York retailers, wanted by old established corporation with assets of over \$18,000,000. Splendid opportunity and future as sales executives is assured those who make good. Commission basis with drawing account. Address "J.P." P. O. Box 822, City Hall Station, New York City.

#### OFFICE ASSISTANT WANTED

Large manufacturing concern in New York has a place for a bright, capable boy in advertising department.

Must be willing to start at bottom, check advertisements, etc.; a desire to learn advertising and high school education, while not essential, might prove helpful in advancement.

Write fully, giving age, nationality and salary desired. Box 328, care P. I.

## SALES MANAGER

Progressive New York Corporation manufacturing one of the largest lines of largely advertised Health and Toilet Essentials requires the services of a Domestic Sales Manager. We want the best man obtainable and will pay him a good salary and commission. Splendid future. Application should contain a brief outline of experience and will be held strictly confidential. Box 331, P. I.

## WANTED Assistant Advertising Manager

by PRATT & LAMBERT, Inc.

Varnish Makers 71 Years. Makers of "61" Floor Varnish, Effecto Auto Finishes, Vitralite Enamel, Etc., Buffalo, New York.

A splendid opportunity is offered an experienced advertising man to connect with this nationally known house. Here he will find a congenial atmosphere and good fellowship, which makes this more than an ordinary "job"—and a beautiful city in which he can live.

Applicant should preferably not be over 35 years of age and his experience should include magazine, trade paper and direct mail advertising. Above all, he should be a strong copy writer. The last qualification is essential.

If you believe that this position will interest you, write at once, sending full personal and business history, complete samples of all phases of your work, and if possible, a photograph of yourself—any kind will do. These will be returned.

If your experience and application warrants, a personal interview will be arranged.

Address: W. P. Wertheim, Advertising Manager, PRATT & LAMBERT, INC., 75 TONAWANDA ST., BUFFALO, NEW YORK.

## PRINTERS' INK

## ADVERTISING ASSISTANT

We want

a young man with advertising experience. Who does not know it all and is willing to be trained. Who will dig in and learn, forget the clock and study.

We offer

modest salary to start. Unlimited chances for advancement. Located in beautiful New York town.

Box 329, Printers' Ink.

## MISCELLANEOUS

I PREPARE LIVE CIRCULAR MATTER. Weekly letters to salesmen or employees \$3 a month. Send for samples. John J. Lutge, 363 West 27th St., New York.

## FORTY YEARS AN ADVERTISING AGENT

By George P. Rowell

We will pay \$3.00 each, for as many copies as we can get of this book. Mail replies to Box 315, Printers' Ink.

## Advertising Capital Needed

by a manufacturer of specialties for every home which sell quickly and retail at small prices. A fine sales record over a year old. Capital is needed to market and advertise nationally. Controlling interest can be acquired at a bargain. Box 324, Printers' Ink.

## WE WANT

a suggestion or an idea for a novelty, publication, scheme, device or any legitimate plan that will keep our \$200,000 lithographing, printing and binding plant going on a non-competitive basis. A good proposition awaits the party whose suggestion we can adopt. Address Box 313, care Printers' Ink.

## Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

American Type Founders' Products

Printers' and Bookbinders'

Machinery of Every Description

CONNOR, FENDLER & CO.

Ninety-six Beckman St.

New York City

## POSITIONS WANTED

All-around advertising man, can handle make-up, copy, cuts, correspondence and do other detail work. Married. Age 37. Salary \$40.00 per week. Box 317, care Printers' Ink.

## VISUALIZER

An idea man with artistic ability. A cog-wheel cut to mesh with copy, art and planning departments of an agency. Thoroughly experienced. Still in my twenties. Salary, Three Thousand. Box 339, Printers' Ink.

COLLEGE  
using exp.  
with adv.  
or tempor.  
318, Print.

Specializ  
Illustrations  
accounts,  
real. St  
dress Bus

Advertisin  
ing with  
Experienc  
partment,  
Head of  
Catholic.

WANTED  
agency or  
advertis  
porting o  
in comple  
Best refer  
Road, Ha

20 years'  
to build  
sales org  
sales and  
firm doing  
to make c  
new refer

Sales exc  
chandisin  
selling, di  
inspire i  
operation  
among pu  
lets at n  
vestment  
Brooklyn

Adv  
with suc  
tion with  
Must be  
salesman  
better.  
Under  
layout o  
Must  
established

Layo

Mastery  
typograp  
completi  
my ever  
Man in

Copy  
Responsi  
cian, and  
38; mar  
personal  
them pr  
ematic  
Samples  
Unit, I

**COLLEGE WOMAN** with short advertising experience desires contact work with advertising agency or publication or temporary work leading to it. Box 318, Printers' Ink.

#### ARTIST

Specializing in modern decorative illustrations will take on one or two new accounts. Experience plus selling appeal. Studio, New York City. Address Box 316, Printers' Ink.

Advertising Man is desirous of connecting with live going Chicago concern. Experience: Manager Advertising Department, Chief of Inquiry, Division Head of Copy Department. Married. Catholic. Box 311, care Printers' Ink.

**WANTED**—Position with advertising agency or publicity department of good concern. Five years newspaper reporting experience, theoretical course in complete advertising nearly finished. Best references. C. R. S., 990 Langley Road, Hampton, Va.

#### Sales Manager

20 years' Selling Experience with ability to build up and maintain high-grade sales organization. Now employed as sales and advertising manager with a firm doing a national business desires to make change. Best personal and business references. Box 336, Printers' Ink.

Sales executive. Conversant with merchandising in all its manifold phases of selling, distribution and advertising. Can inspire salesmen, secure effective cooperation of dealers, create more sales among present users, and win new markets at minimum cost. A profitable investment. L. George, 297 Macon St., Brooklyn.

#### Advertising Salesman

with successful record desires connection with firm for Chicago and vicinity. Must be a high-grade publication, where salesman can earn \$600 per month or better.

Understands fully the make up and layout of copy.

Must be permanent connection with established medium. Box 337, P. I.

#### Layouts Are My Meat!

Mastery, outstanding layouts; correct typography; strong but unfussy design; compelling, appropriate ideas: these are my everyday output. No better Layout Man in the business—not one!

#### Copy Chief Ten Years

Responsible for production in three agencies, and now. Widely educated, B.Sc.; 38; married. Deemed fine executive and personable. Four years at War, since then present employer. Seek change climatic reasons; prefer Coast or South. Samples galore. \$160 a week to start. Dint. Box 326, care of Printers' Ink.

**Successful Advertising Executive** desires interview with advertiser, preferably national, who has opening with a good future for the right man about April 1st. Thoroughly experienced as department manager for eight years with present employers, including necessary sales ability to give balance. Young yet; plenty of ambition; highest references. Box 327, Printers' Ink.

#### In Philadelphia

there is some concern that can use my experience in getting out catalogs, booklets, direct advertising and publicity; also a detailed knowledge of printing, engraving and art work. Recently with large New York corporation. Age 28. Appointment Monday or Tuesday in Philadelphia. Address Box 335, P. I.

Young Artist desires connection with congenial advertising art dept. Presently employed but seeking something better. Married. 22. Good figure and hand lettering man—devises attractive layouts and substantial ideas. Experience with large national concern. Address Box 338, Printers' Ink.

#### ADVERTISING MAN

now employed in New York as copy writer, seeks larger opportunity either with agency or as advertising manager for retailer or manufacturer. Has fifteen years' successful selling and advertising experience, chiefly in apparel and food lines.

Trained in agency practice and modern merchandising. Is native born American, college educated, age 37, married. Salary, \$4,800. Box 325, P. I.

The writer has an acquaintance who has just left, owing to change of management, a large semi-public enterprise where he was in an executive capacity for a number of years. He previously had a long experience in metropolitan journalism, has a forceful style, is careful of facts, and an indefatigable worker. He would be a valuable man for an agency or large business concern in publicity, copy or research. Address 330, Printers' Ink.

#### ADVERTISING

And Sales Promotion Manager of big manufacturing company desires change where he will be given genuine opportunity to develop. A young man of practical merchandising ideas, particularly expert in originating business-getting direct-mail campaigns; an aggressive "live-wire" who knows how to "sell" a company's advertising to its salesmen or dealers. In present position only limited time, but the opportunity promised him was a will-o'-the wisp. University graduate, married, age 28. Ask this man for further information. He is a "comer." J. P., Box 323, P. I.

# Table of Contents

PRINTERS' INK, January 8, 1920

- Striking the Wage Balance Between Brain and Brawn.....	Lester H. Butler	1
- Winchester Arms Co. Invades Chain Store Field.....		17
- What an Advertising Man Learned When He Went Shopping..	C. J. Murray	19
- The Big Sales Value of Personal Pronouns.....	Frank H. Williams	23
A Bank's Campaign to Make Investors of Farmers.....		27
Business-Paper Advertising Selling Government Surplus.....		47
Recent Entries in the Slogan "Clearing House".....		49
Portraits That Are Permissible in Advertising.....		51
New Rockefeller and Whelan Drug Chains Worry Manufacturers.....		53
A New Selling Point Markets an Old Product.....	Thomas Russell London (England) Correspondent of PRINTERS' INK	53
A Campaign Seeks to Introduce Liquid Soap in the Home.....	Roland Cole	71
Dodging the Dilemma of Trade Name Translation in Latin America.....		83
- How Selfridge Combats Charge of Profiteering.....		85
- Space Buyers Should Be Publication Analysts.....		93
	By a Publication Representative	
- The Paragraph That Leads the Procession.....	E. P. Corbett	101
- Beaver Board Broadens Dealer Electro Service.....	L. H. Harvey	107
- Turning Show Windows into Weather Bureaus.....	Harvey L. McCreddie	113
- Cartoons Used to Get Sales Argument to Wholesalers.....		121
Hotels That Are Realizing Their Advertising Opportunities.....		133
	Robert Kennedy	
Maybe the Product's Name Restricts Its Sale.....		141
- Beware the Super-Salesman Who Discourages the Rest of the Force!.....		142
	A. H. Deute	
- Constructive Salesmen Are Needed Now.....		153
- One Man Did Two Men's Work with Help of Advertising.....	S. C. Lambert	154
- When Retailers Advertise to Refute the Charge of Profiteering.....		165
	Jos. J. Fisher	
- A Backache Made O'Sullivan One of the Largest Advertisers.....		173
Honest Advertising to Aid American Products.....	Roy G. Owens Vice-Pres., Lakewood Engineering Co.	174
Where Does Sentiment Belong in Advertising?.....	W. Livingston Larned	185
Editorials .....		194
Catastrophes Which Didn't Happen—Folks in Glass Houses—Intolerance vs. Americanism—Confusion That Hurts Banking.		
Summary of Advertising in Magazines for January.....		201
"Printers' Ink's" Four-Year Record of January Advertising.....		206
The Little Schoolmaster's Classroom.....		208

# The Business Builder

Rx



Thos. Cusack Co.  
Chicago      New York

# More Than 500

national accounts used display advertising during November 1919 in The Chicago Tribune.

Yet there are still some advertising men who mean only advertising in weekly and monthly periodicals, when they speak of "national" advertising.

The greatest medium in The Chicago Territory for national advertising is

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Haas Bldg., Los Angeles

Circulation 725,000 Sunday, 425,000 Daily